

ARSHAD A. REHMAN

PAID SEARCH MANAGER

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EXPERIENCE

<p>2016 - Present</p>	<p>PAID SEARCH MANAGER – STATWAX</p> <ul style="list-style-type: none">• Developed an internal process to efficiently run a team managing a collective advertising monthly budget of \$150k using leadership tactics including weekly team client goal meetings, 1-on-1 conference periods, and training sessions.• Implemented new advertising channels including Reddit, Quora, and Amazon, reporting tools such as Report Garden, and automated scripts using AdWords Scripts to systematically optimize large scale campaigns while objectively aiming to lower the cost per conversion.
<p>2014 – 2016</p>	<p>ONLINE MARKETING COORDINATOR – US Digital Media</p> <ul style="list-style-type: none">• Executed and optimized paid search campaigns on platforms including Google AdWords, Bing AdCenter, Facebook ads, and Twitter ads with a budget spend between \$2-3K per day• Analyzed, presented, and operated the team on Google Penguin and Panda manual penalties issued to the company to repair the brand for deep-rooted black hat SEO techniques from midyear 2012• Utilized Moz Analytics, Google Webmasters, Google Analytics, and multiple online tools to dismember each SEO tactic to find the underlying manual penalty, run consistent reports for changes in rankings and user behavior, and analyze user intent for site visits• Built strategy using social media outlets and valuable content to recover from the Google penalty, increasing rankings and exposure back to its original placement in Google search engine results pages
<p>2011 - Present</p>	<p>ONLINE MARKETING INDEPENDENT CONTRACTOR – Unbounded LLC</p> <ul style="list-style-type: none">• Strategized search engine optimization, pay per click, web design, affiliate, and social media marketing plans among companies across multiple verticals including electronics repair, electronic component distribution, renewable energy, realty, and hospitality industries• Rebranded existing clients' PPC campaigns (budgets between \$150K-\$1.5mil) by creating a marketing strategy to develop a closed-loop pipeline that monitors behavior from an impression to a conversion; designed and tested landing pages, banner ad retargeting, and ad copy to complement the overall strategy• Designed company webpages for multiple clients using WordPress; modified clients' requests using HTML and CSS to integrate shopping carts, realty plugins, and lead generated user interfaces
<p>2013 – 2014</p>	<p>PAY PER CLICK/SEO ACCOUNT MANAGER – StrongPages LLC</p> <ul style="list-style-type: none">• Analyzed pay per click metrics for Google Adwords, Bing AdCenter, LinkedIn Ads, and Facebook Ads statistics to improve overall conversion rate for numerous clients budgeting between \$24K-\$175K• Developed PPC campaigns by diagnosing keyword research, preparing ad copy, and calculating an estimated monthly budget based on client's objectives and target markets

SKILLS

- Google AdWords Fundamentals Certified / Google AdWords Reporting and Analysis Certified
- Microsoft adCenter Advertising Certified
- Advanced in Analytics, AdWords, AdCenter, Salesforce, ZenCart e-commerce, Microsoft Excel Pivot Tables, KISSMetrics, Optimizely A/B Testing, Instapage Landing Pages, AdBasis A/B Testing, Reporting Garden Reporting, Screaming Frog SEO, WordPress
- Advanced in Affiliate Networks including Commission Junction, ShareASale, AdMob
- Advanced in HTML, CSS, PHP

LEADERSHIP

2010 – 2015	FOUNDER/BOARD OF ADVISORS – MunchyMart.com
	<ul style="list-style-type: none">• Founded and currently advise president of a late night delivery service for students at the University of Texas at Austin; service provides a mobile convenience store with a unique care package and rental system• Conceptualized and organized marketing strategies to brand the company using partnerships, innovative technologies, and traditional tactics• Audited profit and loss statements, cost balance sheets, and investment costs to maximize the ROI on particular company decisions

EDUCATION

2007 – 2011	BACHELOR OF ARTS/MAJOR: ECONOMICS/MINOR: BUSINESS ADMINISTRATION – The University of Texas at Austin
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