

# SARFARAZ KHAN

## PERFORMANCE-DRIVEN SEO EXPERT & PAID ADS SPECIALIST

Results-oriented Digital Marketing Specialist with hands-on experience in SEO, Meta Ads, and performance marketing. Proven ability to increase organic traffic, improve engagement, and generate leads & Sales using data-driven strategies, technical optimization, and AI-powered marketing tools. Skilled in managing full-funnel campaigns from keyword research to conversion tracking and performance reporting.



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KHIDDERPORE, KOLKATA (WB)



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## WORK EXPERIENCE

### Digital Marketing Intern — Acsweb Agency

AUG 2025 – PRESENT

- Worked on Meta Ads + Google Ads campaigns: audience targeting, keyword planning, creative iteration, and performance monitoring
- Supported optimization decisions using dashboard metrics (CTR, CPC, cost per result, reach, impressions)
- Performed on-page SEO tasks to improve organic visibility (metadata, keywords, content structure)
- Coordinated with content/design to align creatives with campaign goals and improve engagement

## EDUCATION

### B.Com (Pursuing) —

Kidderpore College | Aug 2024 – Sep 2027

### Higher Secondary (Commerce)

50% — Arya Parishad High School |  
May 2023 – May 2024

## PROJECTS

### Plant Rabbit & Aawrun

- SEO optimization for business websites
- Meta Ads lead generation campaigns
- Website performance improvements
- Conversion tracking implementations

## CORE SKILLS

- Meta Ads (Traffic, Reach, Engagement, Profile/Store Visits)
- Google Ads (Basics)
- Audience Targeting & Remarketing
- GA4 Reporting
- Keyword Research
- SEO (On-page)
- Content/Blog Optimization
- Campaign Optimization (CTR/CPC)
- Search Console
- Creative Testing Basics
- Social Media Execution

## TOOLS

- Meta Ads Manager • GA4
- Google Search Console
- Google Keyword Planner •
- Ahrefs/Ubersuggest
- Canva
- Mailchimp
- Hootsuite/Buffer

## CERTIFICATIONS

- Google Analytics 4
- Google Ads Search
- Meta Blueprint Fundamentals

**PORTFOLIO:** sarfarazweb.vercel.app