

Ajmal P P

MARKETING ANALYST

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Marketing Analyst with 4+ years of experience in digital marketing, performance marketing, SEO, campaign analytics, and reporting. Hands-on experience with Google Ads, Meta Ads, GA4, SEO, CRM, website analytics, and marketing dashboards, with working knowledge of SQL, Python, Power BI, Tableau, Looker Studio, and Excel. Experienced in campaign management, KPI reporting, SEO optimization, reporting automation, and using marketing data to support business decisions. Experienced in working with different marketing channels and combining data from multiple sources to understand overall campaign and business performance.

EXPERIENCE

Senior Marketing Analyst

Al Barr FMS LLC — Abu Dhabi, UAE | Oct 2025 – Present

- Work with marketing, sales, customer, and CRM data to understand business and customer trends.
- Manage Google Ads campaigns with AED 7K–15K monthly ad spend and monitor leads, conversions, and ROI.
- Create KPI dashboards and automated reports using Looker Studio.
- Monitor campaign and lead performance to identify trends and areas for improvement.
- Prepare regular marketing reports and share findings with internal teams.
- Work with teams to understand reporting requirements and provide the required data and dashboards.

Digital Marketing Analyst

BG Soft Solutions — Doha, Qatar | Jun 2024 – Sept 2025

- Managed and analyzed Google Ads and Meta Ads campaigns with QAR 20K–40K monthly ad spend.
- Worked with Google Ads, Meta Ads, and SEO data to track performance, conversions, and ROI.
- Created Tableau and Looker Studio dashboards for CTR, CPA, ROAS, conversion rate, and other KPIs.
- Used SQL and Python to collect, clean, and analyze marketing and competitor data.
- Prepared campaign reports and shared insights to improve campaign performance.
- Compared campaign and channel performance to identify trends and optimization opportunities.
- Worked on on-page SEO and link building to improve organic search performance.

Digital Marketing Analyst

Cloudex369 IT Solutions — Calicut, India | Jan 2022 – May 2024

- Managed and analyzed Google Ads and Meta Ads campaigns with INR 50K–90K monthly ad spend.
- Worked with website, SEO, and digital marketing data to track traffic, conversions, and campaign performance.
- Used GA4, SQL, and Python to analyze marketing data and prepare reports.
- Created dashboards to track marketing and business KPIs across different channels.
- Worked on on-page SEO and link building, contributing to a 50–60% increase in organic traffic.
- Automated regular reporting and reduced manual reporting work by 40%.
- Collected competitor and market data through web scraping for marketing analysis.
- Worked on website development using PHP and WordPress.

Data Science Consultant

Rubixe — Bengaluru, India | Sep 2021 – Dec 2021

- Used Python and Pandas to clean and analyze datasets.
- Applied data analysis and machine learning techniques to identify patterns in business data.
- Created visualizations using Tableau and Python.
- Worked on data scraping, preprocessing, and exploratory data analysis.

EDUCATION

Bachelor of Technology in Computer Science & Engineering
A P J Abdul Kalam Technological University, Thiruvananthapuram
Jul 2017 – Jul 2021

CERTIFICATIONS

Certified Data Scientist — IABAC
Certificate ID: IAB1120172385 | Nov 2022

SKILLS

- **Digital Marketing:** Google Ads, Meta Ads, Performance Marketing, Campaign Management, Conversion Tracking, Marketing Analytics
- **SEO & Web:** SEO Analytics, On-Page SEO, Link Building, GA4, WordPress, PHP, Web Development
- **Analytics & Reporting:** SQL, Python, Excel, Power BI, Tableau, Looker Studio, KPI Reporting, Dashboard Development, Reporting Automation
- **Marketing Analytics:** Campaign Analysis, Customer Analytics, CRM Analytics, Funnel Analysis, ROI Analysis, Competitor Analysis
- **Professional:** Stakeholder Management, Communication, Problem Solving, Collaboration

CAREER HIGHLIGHTS

- Managed Google Ads and Meta Ads campaigns across different business accounts and markets.
 - Managed monthly digital advertising spends ranging from INR 50K–90K, AED 7K–15K and QAR 25K–40K.
 - Increased organic traffic by 50–60% through SEO analysis and performance improvements.
 - Reduced manual reporting work by 40% through reporting automation.
 - Built dashboards covering CTR, CPA, ROAS, conversions, customer engagement, and business KPIs.
 - Used SQL, Python, GA4, and web data to support marketing analysis and reporting.
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