OMID AGAHI

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SUMMARY OF QUALIFICATIONS

- Digital marketing strategist with 4 years of paid advertising experience across Google, Meta, and Microsoft Ads, with Google Ads campaign optimization and performance analysis as the core focus.
- Proficient in data-driven advertising, utilizing A/B testing, audience segmentation, and market research to improve key performance metrics such as CTR, CPC, ROAS, and conversion rate.
- Bachelor's degree in Financial Mathematics with minors in Economics and Finance. Advanced Microsoft Excel and Office Suite skills for campaign reporting and analysis.
- Experienced in advising 500+ business owners and marketing agencies across a rotating quarterly portfolio of 200 Google Ads accounts spanning home improvement, local services, medical, legal, and ecommerce verticals.
- Excellent written and verbal communication skills, used weekly to translate paid search performance data into clear, actionable recommendations for B2B and B2C stakeholders.

RELEVANT EXPERIENCE

Account Strategist for Google – Teleperformance **Toronto, ON • July 2024 – Present**

- Consulted business owners and marketing agencies on Google Ads strategy across Search, Shopping, Display, Performance Max, Demand Gen, and video campaigns, identifying growth opportunities for both lead generation and ecommerce advertisers.
- Reviewed account performance across a quarterly portfolio of 200 Google Ads accounts representing approximately $1M USD in monthly advertising spend, identifying underperformance and recommending strategies aligned to each client's business objectives.
- Delivered account optimization recommendations covering campaign structure, keyword and search term analysis, negative keywords, bid strategy, audience signals, and A/B testing to improve CPA, ROAS, and conversion rates.
- Served as the primary point of contact for roughly 50 US-based agency account managers and business owners each quarter, covering approximately 100 Google Ads accounts.
- Guided clients on campaign performance measurement in Google Analytics (GA4) and conversion tracking implementation through Google Tag Manager. Worked with internal Google specialists to resolve tracking issues.

Business Advisor – Legendary Marketer **Remote • Jan 2023 – Apr 2024**

- Conducted over 4,000 Zoom meetings with 1,500 clients, advising them on affiliate marketing and social media growth strategies and guiding them toward the right program for their goals.
- Led clients through a structured 3-meeting consultation process, generating over $500k in revenue for the company's digital marketing education programs.
- Managed client records and follow-ups in Keap CRM from first contact through enrollment.

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Digital Advisor – Synic Software **Toronto, ON • Jan 2022 – Oct 2022**

- Managed the full sales cycle with business owners, identifying suitable bank and government loan and grant programs for each business and walking them through the application process.
- Built and managed a pipeline of B2B leads through organic social media marketing, identifying and qualifying business owners actively seeking funding.
- Maintained up-to-date CRM data using HubSpot, ensuring smooth client communications and effective sales tracking.

Marketing Manager – Cookerry, OrthoCare Plus **Toronto, ON • Dec 2019 – Jan 2022**

- Executed advertising campaigns across Meta (Facebook and Instagram), Google Ads, and Microsoft Advertising for two DTC ecommerce brands, with video as the primary creative format.
- Built prospecting and retargeting audiences on Meta, creating lookalike audiences and ongoing video creative testing to reduce cost per purchase.
- Developed and implemented multi-channel marketing strategies, integrating paid advertising, SMS, and email marketing to maximize reach and conversion rates.
- Designed compelling ad creatives and visual content using Canva and Adobe Photoshop to enhance brand awareness and engagement.
- Built and maintained the company websites, implementing ongoing updates to product pages, content, and layout to support advertising campaigns and improve conversion rates.

Pension Administrator – RBC Investor & Treasury Services **Toronto, ON • Dec 2018 – Dec 2019**

- Processed a large number of cash lump sum, RRSP, LIF, and LIRA payments up to $2.5 million.
- Acted as the liaison between the Refunds team and Client Service Representatives, resolving payment inquiries by reconciling data across multiple internal systems and ensuring compliance with applicable pension legislation.

EDUCATION AND ACHIEVEMENTS

Honours Bachelor of Science in Financial Mathematics (Minors in Economics & Finance) **2018**
Toronto Metropolitan University, Toronto, ON

Google Ads Search Certification – Google **2024**
Google Digital Marketing & E-commerce Certificate – Google **2022**
Meta Marketing Analytics Certificate – Meta **2022**
Meta Social Media Marketing Certificate – Meta **2022**