

PREM JASUJA

Performance Marketing Specialist | Google Ads & Meta Ads

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SUMMARY

Performance marketer with 7+ years running paid acquisition and lead generation for US and Canadian businesses. Specialist in Google Ads and Meta Ads with strong, hands-on conversion tracking (GA4, Google Tag Manager, server-side, Meta Conversions API). I own accounts end to end, from structure and tracking through landing pages and reporting, and optimize to real business outcomes like cost per lead and ROAS, not vanity metrics. Direct client communication, clear weekly reporting, and full accountability for results.

CORE EXPERTISE

- **Paid Search:** Google Ads including Search, Performance Max, Shopping, Display, and YouTube
- **Paid Social:** Meta Ads including Advantage+, campaign budget optimization, and retargeting funnels
- **Tracking & Analytics:** GA4, Google Tag Manager, server-side tagging, Meta Conversions API, offline / enhanced conversions
- **Lead Generation & CRO:** Landing page optimization, funnel building, GoHighLevel

EXPERIENCE

Independent Digital Marketing Consultant | Freelance (Remote)

2021 - Present

- Manage Google Ads and Meta Ads accounts for clients across home services, e-commerce, and local lead generation in the US and Canada.
- Rebuild tracking setups (GA4 + GTM + Meta CAPI) so clients can trust their numbers and optimize on real conversions instead of clicks.
- For an AI interview & hiring SaaS platform, run Google Ads at up to \$675/day (~\$20K/mo) across 17 campaigns in the US, Germany, and Asia, spanning Search, Performance Max, and Brand.
- Delivered **800+ conversions** at a **\$31.54 average cost per conversion**, with a \$0.62 average CPC across 41K clicks and 1.97M impressions.
- Scaled top Search campaigns to **9 to 13% CTR** and cost per conversion as low as **\$19**, by tightening account structure, tracking, and negative keywords.
- Handle strategy, build, daily optimization, and client-facing reporting (Looker Studio) directly, no account handoffs.

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2019 - 2021

- Ran paid and organic campaigns across a portfolio of client accounts.
- Built a strong foundation in campaign management, keyword research, and analytics.

TOOLS

Google Ads, GA4, Google Tag Manager, Google Merchant Center, Meta Ads Manager, Meta Conversions API, Google Search Console, Looker Studio, GoHighLevel, Screaming Frog, WordPress.

CERTIFICATIONS

- Google Search Ads Certifications Credential ID
c52927b4-6d58-4cf5-9193-46c86be8aee9#acc.LlxjfcDy (Issued Feb 2026 · Expires Feb 2027)

LANGUAGES

English (fluent), Hindi, Punjabi