

# MAHIR ASGAROV

**Performance Marketer | Media Buyer | Lead Gen, SaaS, eCommerce Growth**

Baku, Azerbaijan • +994 70 9402902(wp) • mahir.asgarov@outlook.com

Linkedin: [www.linkedin.com/in/mahirasgarov](https://www.linkedin.com/in/mahirasgarov)

Portfolio: [www.mahirppc.com](https://www.mahirppc.com)

---

## SUMMARY

Data-driven Performance Marketing Manager with over 5 years of expertise in scaling profitable Paid Search campaigns. Proven track record of managing over \$5M in cumulative ad spend and maximizing ROI on monthly budgets exceeding \$100K. Specializes in e-commerce, lead generation, and SaaS, with deep technical proficiency in the Google Marketing Platform (Google Ads, GA4, GTM, Merchant Center) and a strong analytical foundation from a Computer Science background. Experienced in team leadership, mentorship, and developing data-led marketing strategies.

---

## WORK EXPERIENCE

**Aug 2025 – Present**

### **Freelance Performance Marketing Consultant | Diverse E-Commerce Clients (USA | Remote)**

- Manage end-to-end PPC strategy for multiple DTC e-commerce brands and SMBs across Google Ads and Microsoft Advertising.
- Optimize Google Merchant Center product feeds, enhancing data quality and driving performance for Shopping campaigns.
- Implement and track conversion goals using Google Tag Manager and GA4 to inform data-driven bid strategies and budget allocation.

### **Google Ads Trainer | Texnoera Academy (Baku, Azerbaijan)**

**Jan 2025 – Jul 2025**

- Designed and delivered comprehensive, hands-on training curriculum on Google Ads, covering fundamentals to advanced optimization techniques.
- Equipped students with practical skills in campaign setup, keyword research, performance analysis, and A/B testing.

### **Performance Marketing Manager | Nodemaven (Estonia | Remote)**

**Jan 2024 – Jan 2025**

- Led all performance marketing initiatives for a B2B residential proxy service, focusing on cost-effective lead generation and sales growth.
- Optimized campaign structures and landing pages, significantly improving lead quality and increasing Return on Ad Spend (ROAS).

### **Paid Search Specialist | Allied Digital Media (USA | Remote)**

**May 2022 – Dec 2024**

- Managed high-volume, high-converting Google Ads campaigns for home improvement verticals (solar, roofing, windows).
- Focused on maximizing cost-per-lead (CPL) efficiency and scaling successful campaigns while maintaining strict ROI targets.

### **Digital Marketing Team Lead | Webzool Creative (USA | Remote)**

**Nov 2019 – Apr 2022**

- Directed multi-channel digital strategies (Paid Search, Social) for clients in SaaS, Gaming, and Finance.
- Led, mentored, and managed a marketing team, setting performance targets (KPIs) and fostering professional development.
- Crafted compelling ad copy and optimized landing pages to improve Quality Scores and conversion rates.

- Managed digital advertising campaigns for clients in the healthcare sector.
- Led the internal marketing team, overseeing project execution and performance reporting.

---

EDUCATION

|                                                                             |        |
|-----------------------------------------------------------------------------|--------|
| Professional Diploma, Digital Marketing   Digital Marketing Institute (DMI) | *2017* |
| Bachelor of Science, Computer Science   Khazar University                   | *2011* |

---

CERTIFICATIONS

- Google Ads Search Certification (Google Skillshop)
- Google Analytics Certification (Google Skillshop)
- Certified Digital Marketing Professional (Digital Marketing Institute)
- Digital Marketing (Code Academy)

---

TECHNICAL SKILLS

- **PPC Platforms:** Google Ads (Expert), Microsoft Advertising (Bing Ads), Meta Ads (Facebook/Instagram), TikTok Ads
- **Analytics & Tracking:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, Amplitude, Microsoft Clarity
- **E-Commerce:** Google Merchant Center, Shopify, Woocommerce, Feed Optimization
- **Core Competencies:** A/B Testing, Landing Page Optimization (LPO), Conversion Rate Optimization (CRO), Keyword Research, SEM, Lead Generation, Copywriting, Team Leadership

---

LANGUAGES

- **English** - Professional working proficiency
- **Russian** - Limited working proficiency
- **Azerbaijani** - Native or bilingual proficiency