

TAMER RASHED

Performance Marketing Specialist | Paid Media & Analytics

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SUMMARY

Performance marketing specialist with hands-on experience managing Google Ads and Meta Ads lead-generation campaigns across German and international markets. Across Mar-Aug 2026, managed €6.9K in Google Ads spend with 238 CRM-recorded inquiries and €39.1K in collected revenue attributed through CRM reporting, equivalent to 5.64x cash ROAS. Experienced in campaign optimization, GA4, Google Tag Manager, conversion tracking, CRM analysis, landing pages, SEO, and multilingual digital marketing.

EXPERIENCE

Studienkolleg Düsseldorf

Junior Marketing Manager | Jun 2026 - Present

- Across Mar-Aug 2026, including the preceding working-student period, managed €6.9K in Google Ads spend across German and international campaigns, with 238 CRM-recorded inquiries and €39.1K in collected revenue attributed through CRM reporting, equivalent to 5.64x cash ROAS.
- Managed and optimized Google Ads and Meta Ads lead-generation campaigns across keywords, audiences, ad copy, and budgets.
- Analyzed advertising, CRM, and payment data to assess lead quality, campaign efficiency, and revenue contribution.
- Used GA4, Google Tag Manager, conversion tracking, and UTM-tagged links to measure performance and investigate discrepancies between advertising and CRM data.
- Applied campaign and analytics insights to support targeting, budget, landing-page, tracking, and SEO improvements.

Working Student - Digital Marketing | Jan 2025 - May 2026

- Managed international Google Ads campaigns targeting India, Latin America, Morocco, and the Gulf region.
- Created a lead-generation landing page and improved multilingual WordPress content through keyword research, on-page SEO, and campaign-focused updates.
- Built and tested a Python website-audit workflow using Claude, GitHub Actions, and the Google Search Console API, generating automated email reports and refining checks after identifying false positives.

Digital Marketing Intern | Oct 2024 - Dec 2024

- Created social media content, short-form video, and digital marketing materials for online channels.
- Supported website content updates, email marketing, and competitor research.

SKILLS

- **Paid Media:** Google Ads, Meta Ads, Campaign Management, Lead Generation, Keyword Management, Audience Targeting, Budget Optimization, Campaign Optimization
- **Analytics & Measurement:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Conversion Tracking, UTM Tracking, ROAS Analysis, CRM Analysis, Zoho CRM
- **SEO & Web:** SEO, Keyword Research, On-Page SEO, Landing Page Optimization, WordPress, Google Search Console
- **Marketing & Automation:** Content Marketing, Email Marketing, Competitive Analysis, Multilingual Marketing, ChatGPT, Claude, Python, GitHub Actions

EDUCATION & CERTIFICATIONS

B.A. Social Sciences: Media, Politics and Society | Heinrich Heine University
Düsseldorf | May 2026

[Advertising with Meta](#) | Meta via Coursera | 2026

[Google Ads Measurement Certification](#) | Google Skillshop | 2025

LANGUAGES Arabic: Native | German: Fluent | Hebrew: Fluent | English: Advanced