



Florijan Abazi

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Nationality: Kosovar

CONTACT

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europass

WORK EXPERIENCE

31 JUL 2016 – CURRENT Dublin, Ireland

Part Time Adsense Publisher Google Ireland limited

Managing multiple websites connected with AdSense. My main duties include optimizing ads, improving SEO, and creating content - which is then monetized by Google AdSense ads.

16 FEB 2020 – NOV 2023 Prishtina, Kosovo

Google Ads Specialist, Account Manager K-Medialabs L.L.C

Managing Google Ads campaigns and account optimization for best results.

30 SEP 2021 – 1 AUG 2023 Prishtina, Kosovo

PPC Specialist Consultant Manaferra L.L.C

Tracking, Measuring & Analyzing (Google Analytics)
Conversion Rate Optimization
Copywriting
Ad-Campaign Management
Keywords Research

Business or Sector Information and communication | **Website** <https://www.manaferra.com/>

28 FEB 2022 – 1 JUL 2024 Prishtina, Kosovo

PPC Specialist Consultant Growzillas L.L.C

Manage all aspects of Google Ad campaigns.
Create and optimize ad campaigns and paid search landing pages.
Analyze and optimize ad campaigns to increase return on investment (ROI)

1 SEP 2022 – CURRENT Las Vegas, United States

PPC Specialist, Part Time Consultant BlitzMetrics

In charge of observing PPC projects for the company, roughly \$ 2,000,000 Per month.

10 MAY 2023 – CURRENT Copenhagen, Denmark

PPC Manager for Partnered Agencies ProfitMetrics.io

By effectively tracking e-commerce performance, transitioning to POAS, and optimizing strategies, I play a vital role in driving revenue growth and maximizing profitability for partners of ProfitMetrics.

In this position, I play a vital role in driving revenue growth and maximizing profitability for our partners, by effectively managing and monitoring their Google Ads campaigns, as well as leveraging Facebook Ads and Tiktok Marketing to reach new and existing customers.

1 JUL 2024 – 28 FEB 2025 New York, United States

Yahoo! PPC Growth Team Yahoo!

- Worked at Yahoo as an outsourced contingent BPO team member
- Part of the Paid Search team, managing Google Ads campaigns
- Promoted Amazon, Walmart, and other platform products on Yahoo websites within the gadgets niche
- Focused on driving affiliate marketing strategies to generate commissions for the company

- Gained experience in optimizing campaigns for increased conversions and revenue in the gadgets category, personal finance and insurance.

EDUCATION AND TRAINING

30 SEP 2016 – CURRENT Prishtine, Kosovo

Political Sciences Bachelor's degree University of Prishtina

Address Rr. "George Bush", Nr.31,, 10000, Prishtine, Kosovo | **Website** <https://www.uni-pr.edu/>

4 FEB 2021 – 4 FEB 2022 N/a, Ireland

Google Ads Display Certification Google Skillshop

Address N/A, N/a, N/a, Ireland | **Website** <https://skillshop.exceedlms.com/student/award/raWSE0BvojXZ4LpVMt46sDZr>

28 FEB 2021 – 28 FEB 2022 N/a, Ireland

Google Ads Search Certification Google Skillshop

Address N/a, N/a, N/a, Ireland | **Website** <https://skillshop.exceedlms.com/student/award/EPz5Ewp5o9BYZqdRJ6jBiEsj>

18 MAR 2021 – 18 MAR 2022 N/a, Ireland

Google Ads - Measurement Certification Google Skillshop

Address N/a, N/a, N/a, Ireland | **Website** <https://skillshop.exceedlms.com/student/award/4iRSD4GhyBmYSeTmWIIYYLGw>

21 APR 2021 – 21 APR 2022 N/a, Ireland

Google Ads Apps Certification Google Skillshop

Address N/a, N/a, N/a, Ireland | **Website** <https://skillshop.exceedlms.com/student/award/L0I57apdHfjXgygM21jNaBXm>

LANGUAGE SKILLS

MOTHER TONGUE(S): Albanian

Other language(s):

English

Listening C2

Spoken production C2

Reading C2

Spoken interaction C2

Writing C2

German

Listening B1

Spoken production A2

Reading A2

Spoken interaction A2

Writing A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

DIGITAL SKILLS

Google: (Google Business, Google ADS & Google Analytics) | Google Adsense | Business Manager | Digital marketing
| PPC executive/specialist

PROJECTS

19 FEB 2020 – 30 NOV 2023

'Luzernerversicherungen AG' Google Ads marketing management

Google Search Console, Analytics, Google Ads and Google AdSense management for 'Luzernerversicherungen AG' and its sister subsidiaries: Gr-Versicherungen, Stgallerversicherungen.

Links <https://luzernerversicherungen.ch/> | <https://gr-versicherungen.ch/> | <https://www.stgallerversicherungen.ch/>

2 MAY 2021 – 30 NOV 2023

'Klaus Uhren Schmuck' Google and Facebook Ads management

Google Search Console, Analytics, Google Ads, Facebook Business marketing management for 'Klaus Uhren Schmuck' based in Zwitterland.

Link <https://klaus-uhren-schmuck.ch/>

9 FEB 2021 – 30 NOV 2023

'Aequo Broker AG' Seo and Google Ads management.

Google search Console, Google my Business, Analytics and GoogleADs management for 'Aequo Broker AG'

Link <https://www.aequo-broker.ch/>

17 FEB 2020 – 30 NOV 2023

'Rollenheld.ch' Google Ads marketing management

Google Search Console, Analytics, Google Ads and Google AdSense management for 'Rollenheld.ch'

Link <https://www.rollenheld.ch/>

1 OCT 2021 – 1 SEP 2022

'Pacific-college.edu' Google Ads and marketing management

Managed the Google Ads marketing for Pacific College, Decreased Cost per lead from 300\$ to 40\$.

Link <https://www.pacific-college.edu/>

22 AUG 2022 – CURRENT

'Onlinerbttraining.com' Google Ads and marketing management

Implementing and scheduling advertisement campaigns mainly Google Ads

Link <https://www.onlinerbttraining.com/>

1 SEP 2022 – CURRENT

Free-ebooks.net Google Adsense and Google Ads Management

Managing Google Adsense and Google Ads for www.free-ebooks.net, by using latest trends and methods.

Link <https://www.free-ebooks.net/>

1 MAY 2023 – CURRENT

Westerntradingpost.com Google Ads and SEO Management

Managing Google Ads and SEO for westerntradingpost.com, by using latest trends and methods.

Decreased the CPA by 70%

Link <https://westerntradingpost.com/>

1 MAY 2023 – 1 DEC 2023

Upack.com Google Ads Performance Consultant

Overseeing the Google Ads performance for a period of 6+ months. Monthly budget of \$ 950,000

Link <https://www.upack.com/>

1 JUL 2024 – 28 FEB 2025

Intheknow.com Paid Search Monetization

Responsible for paid search traffic mainly from Google Ads - with the aim to make the traffic profitable by affiliate monetization for Yahoo!

Link intheknow.com