

NEHA SHRIVASTAV

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SUMMARY

Paid Marketing Specialist prepared to leverage 2.5 years of marketing experience to take on a dynamic new role. Focused on developing successful campaigns and product marketing plans that satisfy clients and meet demanding objectives. First-rate attention to detail and creative mindset.

EXPERIENCE

10/2021 to Till Present Digital Marketing Specialist **Adapts Media Pvt Ltd — Gurgaon, India**

- ❖ Campaigns setup
- ❖ Ad copies and keyword research
- ❖ Performance optimization
- ❖ Weekly client interaction
- ❖ Budget planning and optimization
- ❖ Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- ❖ Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- ❖ Improved click-through rates, conversion and other important KPIs with strategic approach.
- ❖ Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
- ❖ Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- ❖ Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

10/2020 to 07/2021 Paid Marketing Specialist **WNS Global Services — Gurgaon, India**

- ❖ Prepared campaign evaluation to onboard the client.
- ❖ Competitor ad research and high intent keyword research.
- ❖ Managed budgets and payments of paid advertising campaigns, meticulously monitoring ad spend
- ❖ PR evaluation weekly and monthly
- ❖ Attended weekly progress meetings.
- ❖ Assisted in developing advertising and marketing strategies.
- ❖ Offering thorough support knowledge to team members.

01/2019 to 03/2020 Paid Marketing Specialist **Cognizant Technology Solutions — Gurgaon, India**

- ❖ Prepared campaign evaluation to onboard the client.
- ❖ Competitor ad research and high intent keyword research.
- ❖ Monitoring ad spend for maximum results.
- ❖ Attended weekly progress meetings.
- ❖ Assisted in developing advertising and marketing strategies.
- ❖ Offering thorough support knowledge to team members.

PROJECTS

Kidsopedia (Lead Generation)

July 2021

- ❖ Campaign Setup
- ❖ Keyword Research
- ❖ Competitor ad Research
- ❖ Ad copies writing
- ❖ Conversion tracking setup
- ❖ GTM setup
- ❖ Search Term Report Analyzation
- ❖ Google Analytics Goal setup and report analyzation

The Sweet Karma Coffee (Ecommerce)

August 2021

- ❖ Campaign Setup
- ❖ Audience setup and retargeting
- ❖ GMC setup
- ❖ Linking of Shopify, GMC and Google Ads account
- ❖ Feeds Optimization
- ❖ Conversion setup
- ❖ GTM setup
- ❖ Search Term Report Analyzation

SKILLS

- ❖ Campaign development
- ❖ Problem-solving
- ❖ Communication skills
- ❖ Performance optimization
- ❖ PR creation & evaluation (Weekly & Monthly)
- ❖ Time Management
- ❖ Microsoft word, Excel & Power Point
- ❖ Google sheets, Docs & Slides
- ❖ Content writing (Beginner)

Tools

- ❖ Semrush
- ❖ Google Analytics
- ❖ Google Trends
- ❖ iSpionage
- ❖ Shopify
- ❖ Google Merchant Center
- ❖ Optimizer
- ❖ Keywords Planner
- ❖ I search
- ❖ Google URL Builder

Academics

2016	Bachelor of Arts (University of Rajasthan – Jaipur)
2013	Senior Secondary Class 12 th (Board of Secondary Education Rajasthan- Jaipur)

Certification

- ❖ Google Ads Search – Google Skill shop and Udemy
- ❖ Google Ads Display - Google Skill shop and Udemy
- ❖ Google Ads Shopping - Google Skill shop and Udemy
- ❖ Google Ads Discovery Ads - Google Skill shop and Udemy
- ❖ Facebook Ads – Facebook blueprint certified

Personal Details

Date Of Birth: 14th Aug 1993

Address: House No 44 Lane No 2, Moti Nagar Queens Road Jaipur

Interest: Hodophile, Foodie, Reading

Personality Traits: Inquisitive to learn new things, Teamwork and Disciplined

Place: Jaipur

Name: Neha Shrivastav