

CURRICULUM VITAE

Name: Prakhar Jain

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Profile Summary

7+ years of experience in digital space. Working on various industries domains and providing management of the campaigns including analysis, optimization, monitoring, offering latest strategies, reporting and recommendations.

Tools

Google Analytics, Google Search Console, Google Tag Manager, Keyword Planner, Hootsuite, SEMrush, Ahref, Google Data Studio

Certifications

1. [Google Ads Search Certification](#)
2. [Google Analytics Individual Qualification](#)
3. [Google My Business](#)

Roles & Responsibilities

- Managing the digital operations to grow overall business revenue.
- Successfully managed PPC campaigns for sales as well as leads in many verticals (E-commerce, Healthcare, Education, service industry and many more).
- Responsible for understanding the client's objective.
- Providing recommendations ideas to grow client business.
- Research facts and data for reports, presentations and articles.
- Check, monitor and report the progress of campaigns.

PPC Key Skills

- Creation of campaigns for search and display networks of major search engines.
- Plan and create SEM/GDN campaigns adhering to best practices. Work on activities such as keyword research, writing ad copies, landing page optimization, keyword categorization.
- Create & Optimize Shopping ads, Dynamic search ads, Remarketing campaigns, Search ads.
- Negative keyword selection & implementation into campaigns and ad groups.
- Find innovative ways to reach target audience or meet the defined marketing objective through SEM/GDN campaigns.
- Campaign Performance reporting through Google Analytics, Adwords, Google data studio, SEMrush and other reporting tools.

Work Experience

Virtual Employee PVT. LTD. India

Senior Executive Internet Marketing (May 2019-Present)

Vinove Software and Services

Senior Digital Marketing Executive, Dec'16-May-19

One Direct

Senior Social Media Associate, Nov'14-Dec-16

Education

Course	Year	College/Institute
B.Tech (Computer Science)	2014	Vishveshwarya Institute of Engineering & Technology, Gr.Noida.
CBSE BOARD XII	2010	Lovely Public Sr. Sec. School, New Delhi
CBSE BOARD X	2008	Lovely Public Sr. Sec. School, New Delhi