

Sneha

Process Executive-Paid Search

A management Post Graduate certified and experienced in Digital Marketing. Extremely motivated to constantly develop my skills and grow professionally.



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Bengaluru, India



20 May, 1995



<https://www.linkedin.com/in/sneha-856036119/>

Skills

Content Management

Google Ads Editor

Google Ads

Digital Marketing

MS Excel, PowerPoint

Languages

English



Hindi



Certification

-Data Driven planning-

TheTrade Desk

-Google Ads Display

Certification

-Google Ads Search

-Advertising Marketing

Foundation-The Trade Desk

-Udemy Digital Marketing

-Capstone Business

Simulation

Work Experience

Process Executive-Paid Search, Paragon Digital India Pvt Ltd (Dentsu International) Bengaluru, India

11/2020 – Present

Achievements/Tasks

- ❖ Manage end-to-end digital media campaigns and seek new areas of opportunity through research and analysis of campaign strategy, ad copy creation.
- ❖ Setting up the campaign to fulfill the needs and requirement and manage client communications with regards to any campaign updates.
- ❖ Build and update optimization reports and recommended opportunities to improve campaigns. Also Suggested search query report for new better performing keywords.
- ❖ Work closely with international clients from Australia, Malaysia, Singapore etc. and delivered the work on time.
- ❖ Check and fix the disapproved ads, keywords, and extensions across all the region of 120+ accounts.
- ❖ Setting up the monthly and shared budgets to make sure campaigns spend the money equally.
- ❖ Worked on digital marketing products with advertising and revenue models as per requirement.

Digital Marketing Associate, Hilt Brands India Pvt Ltd

Bengaluru, India

03/2020 – 07/2020

Achievements/Tasks

- ❖ Building and managing the digital marketing calendar to set up the milestones.
- ❖ Setting up the campaign to fulfill the needs and requirement, working closely with influencers for maximum reach on social media.
- ❖ Working with the content and design team to ensure the requirements will meet the need and able to increase the engagements.
- ❖ Handling Affiliate sites marketing along with orders management.

Senior HR Executive, care.com

Bengaluru, India

08/2018 – 01/2020

Achievements/Tasks

Working to discern workforce needs; define job parameters; outline desired qualifications; and source, screen and select the best-option candidates for skilled technical positions and support staff openings.

Education

PGDM (Marketing and HR), 76.7%

SCMS Cochin School of Business, Cochin

2016-2018

BBA (Bachelor of Business Administration), 70.5%

LNMI, Patna,

2012-2015

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Achievements

Part of the best team coordinator, Integrated Management Learning Program, 2017

- Coordinator of Industry Institute Interaction, SCMS, 2017
- Coordinator and secured 2nd prize in basketball, Annual Sports Event, SCMS, 2017
- Secured meritorious certificate, National management fest, HR, Kerala, 2016