

Rohit Singh

Digital Marketing Executive

Diligent marketing coordinator with years of experience in building a digital-first culture at a large, international corporation. Implemented new competitive analysis and consumer trend reports to increase sales and leads.

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8376819231

New Delhi

01 July, 1990

WORK EXPERIENCE

Senior Associate Publicis Media

07/2021 - Present

A top tier Marketing Agency of the Publicis Groupe.

Achievements/Tasks

- Pacing and Monitoring the daily activity of search campaigns on Google Ads platform.
- Analysis of the search terms report and updating the keyword data based on that.
- Campaign creation and execution of the campaigns on Facebook and Snapchat.
- Observation of the campaigns and optimizing steps based on budget and targeting.

Senior Process Executive Cognizant Technology Solutions

04/2019 - 05/2021

Achievements/Tasks

- Account management of Google Ads for large scale customers.
- Google Ads optimization and lead generation.
- Search Engine Marketing.
- Analysis and planning based on the results through the tools like Google Analytics.

Process Associate Genpact India Private Limited

05/2016 - 04/2019

Achievements/Tasks

- Strong technical skills regarding hand held products and marketing of them.
- Enhanced marketing and sales aspects of the products.
- Market research for growing products.

EDUCATION

Bachelor of Engineering SaIT/Bangalore

08/2007 - 06/2012

Senior School Certificate Kendriya Vidyalaya/ Belgaum

04/2006 - 05/2007

SKILLS

PPC

MS Office

SEM

Google Analytics

Social Media Marketing

Google Adwords

Media Planning

ACHIEVEMENTS

Participated in "Mathematics Olympiad" at school level.

Participated in regional level science exhibition.

Participated in Social Science quiz and debate competition.

Participated in regional level "Cricket tournament" at school level.

Participated in inter college Volleyball tournament.

Got Bronze award and other appreciation feedbacks.

Rising star and top performer continuously for several months.

QUALITIES

Dynamic

Team Player

Resourcefulness

Competitive

Adaptive

Leadership

EDUCATION

High School

Kendriya Vidyalaya/ Belgaum

04/2004 - 05/2005