

Resume



Google Analytics
CERTIFIED

Google AdWords
Certified Professional

SACHIN K.S.
Bangalore, Karnataka

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CAREER OBJECTIVE:

To seek a challenging and fruitful position with a progressive organization that allows me to expand my knowledge and skill for the growth of the organization.

WORK EXPERIENCE:

Company: Adjetter Media Network Pvt. Ltd. | Kapture CRM (July 2017 - Dec 2019)

Position: Digital Media Planner

Company: Okay Done Media (Dec 2019 - Sep 2021)

Position: Senior Digital Media Planner

Company: Mulkholdings International (Sep 2021 - Feb 2022)

Position: Senior Digital Planner

Roles & Responsibilities: Planning and executing paid campaigns for lead generation and improving brand awareness for B2B and B2C companies through Search Engine Marketing, Social Media Marketing and Email Marketing.

Highlights:

- Identified and reached target audiences by implementing effective strategies
- Researched, planned, implemented, and managed performance reporting and analysis or optimization efforts in digital media campaigns
- Ensured a good relationship with strategy and creative teams as well as with clients to facilitate impeccable execution of media plans
- Assisted media representatives in handling client requests related to media plan and budget changes

Professional Skills:

- **Search Engine Marketing:**
 - **Google Ads:** Keyword Research, Search Marketing, Display Marketing, In-Market Audience Target, Search & Display Remarketing, Gmail Ads, YouTube Ads, Reporting & Monitoring
 - **Bing Ads:** Keyword Research, Search Campaign Setup & Optimization
- **Social Media Marketing:** Facebook & Instagram Ads, LinkedIn Ads, Quora Ads and YouTube Ad optimization to generate traffic and leads

Marketing Tools

Google Ads, Google Analytics, Facebook Business Manager, LinkedIn Campaign Manager, Quora Ads Manager, Bing Ads, Google Data Studio, Google Tag Manager, Promolta Ads, Semrush paid tool, A Etc.

Reporting:

Good in Microsoft related Products like Office, Excel and Presentation

CERTIFICATIONS:

- Google Ads Search Certified Professional, Completion ID: 107070400
 - Google Ads Display Certified Professional, Completion ID: 64304164
 - Google Ads Video Certified Professional, Completion ID: 64485227
 - Google Analytics Individual Qualification, Completion ID: 64658325
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ACADEMIC PROFILE:

- Bachelor of Engineering, Information Science and Engineering, Dayananda Sagar College of Engineering, Bangalore
 - Board Of Technical Examinations, Computer Science and Engineering, Shanthinikethan Polytechnic, Ramanagara
 - Secondary School Certificate, Rural M.P High School, Kanakapura
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HOBBIES:

- Internet Surfing
- Participating in Meetups related to Internet Marketing
- Playing Computer Games

PERSONAL INFORMATION:

Name : Sachin K.S.

Date of Birth : 01-09-1991

Nationality : Indian

Languages Known : English, Kannada, and Hindi.

DECLARATION

I do hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place:

Yours faithfully

Sachin K.S.