

# SAPNA JAISWAL



Google  
Analytics  
Certified



Google  
AdWords  
CERTIFIED



HubSpot Academy  
Social Media Certified

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## PROFESSIONAL SUMMARY

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5 years of experience in paid marketing. Focused and resourceful PPC Analyst with a strong record of client satisfaction and successful project completion. Thorough knowledge base and practical skill in effective SEO techniques and strategies.

## SKILLS

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- Paid Advertising
- Data Analysis in Google Analytics
- SEO
- Keyword Research
- Competitor Research
- Market Research & Analysis
- Audience Segmentation & Analysis
- Strategic planning

## CERTIFICATIONS

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- Google Analytics Certified
- Google Adwords Search Certified
- Google Adwords Shopping Certified
- Google Adwords App Certified
- Google Adwords Display Certified
- Google Adwords Video Certified
- Email Marketing Certified
- Social Media Marketing Certified
- Digital Fundamentals Certified



## **EMPLOYMENT HISTORY**

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### **July 2019 - Present | Digital Marketing Analyst | Cedcross Technologies (Lucknow)**

- Managed a variety of digital media campaigns (including paid search, display, video & shopping) and developed strategies and tactics for clients.
- Day-to-day implementation of paid search tactics that include keyword development, budget allocation, as well as campaign optimization, planning, negotiating & executing digital media campaigns based on client objectives.
- Monitor and analyze the reporting of paid search and digital media campaigns.
- Review website analytics to recommend changes and improvements for email creative and ad copy.
- Performed daily account management of pay per click accounts on Google Adwords for a variety of clients.
- Performed data analysis on “Google Analytics” for the client.
- Assist in the maintenance & monitoring of the keywords bids, daily & monthly budget caps, impression share, quality score, conversion, cost per lead, and other important account metrics.
- Evaluated client websites for mobile performance and optimal search engine rankings.
- Developed unique meta information for a variety of clients’ sites to improve presence and brand awareness.
- Organized and analyzed data and marketing results.
- Researched keywords relevant to the marketing efforts of clients.
- Worked on SEO projects
- Analyzed paid ads, competitor’s sites, and performed keyword research on the “Semrush” tool & Ahref tool.
- Performed on website traffic & sales acquisition.

### **January 2016 - June 2019 | Digital Marketing Analyst | Digital Banda (Lucknow)**

- Worked on SEO projects (page optimization).
- Performed content analysis.
- Analyzed competitor’s site and performed keyword research on the Ahref tool.
- Performed data analysis on “Google Analytics” for the client.
- Technical issues & search queries analysis on the “Google Search Console”.
- Worked on WordPress.



## **TOOLS & COMPETENCIES**

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- Google Adwords
- Google Analytics
- Google Search Console
- Google Merchant Center
- Semrush
- Data Studio
- WordPress
- Canva
- Shopify
- Ubersuggest
- Ahref

## **STRENGTHS**

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- Assertive nature
- Strong work ethics
- Effective communication skills
- Hardworking

## **EDUCATION**

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2013	-	PGDCA from L.B.S.U Lucknow.
2011	-	Bachelor of Arts (history honors) from Purvanchal University.
2008	-	Intermediate from H.S Public School.
2006	-	High School from N.P Girls High Secondary School.

## **KNOWN LANGUAGES**

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English & Hindi.