



Shruti Jha

Digital Marketing Analyst

Seeking to utilize knowledge of advertising in a Digital Marketing analyst position at CEDCOSS TECHNOLOGY Company. Bringing strong familiarity with , google AdWords, Bing ,Facebook ,App Store and analytics, and the ability to analyse campaign performance and communicate reports appropriately and also worked on the client Acquisition process.

✉ shrutijha26jan@gmail.com

☎ 6307031091

📍 LUCKNOW, INDIA

WORK EXPERIENCE

Digital Marketing Analyst CEDCOSS Technologies

08/2019 - Present

EDUCATION

B.Tech (Electronics & Communication) SRMCEM

07/2016 - 06/2019

DIPLOMA - Three Years Course(Electronics Engineering SIMT LUCKNOW

09/2013 - 07/2016

SKILLS

1. PPC, Google AdWords, Bing ads, Google Analytics, Business strategies and team lead Marketing strategies, Remarketing, Search ads , Display ads, Google Analytics, Google Data studio reporting , Shopify app store ads, video ads Facebook ads, Bing Ads, client acquisition , Keywords Planning, SEMrush, competitor analysis Bidding Analysis and set the goal.

2. Projects – Managing multiple Ads Accounts on different platform google, Bing, App Store including search display, video P-Max and all kinds of ads campaigns For the different kind of marketplace which is US UK based and other countries like -Etsy, Walmart, wish , Facebook ,google shopping importer etc

3. Certificate – From google certified in search , display, video and shopping ads .

4. Business strategies - Client Acquisition process

5. Leadership and team management – Managed work accordingly with team

KEY & RESPONSIBILITY –

1. Analyse the campaigns and time to time optimization of all the search and display .updating according to changes in the landing pages of product and Identified and executed improvements for process and making contents for ads. (11/2019 - Present)

2. keywords analysis and their research and check the search terms on the daily basis, competitor analysis.

3. Provided market research , forecast, campaigns results and conversion data

4. Create the Weekly and Monthly Report of all the ads campaigns

5. Analysis of whole traffic from different sources

6. weekly and monthly reporting and analyse the ads data according to the conversions on the basis of comparison.

7. corporate with the content writing team to promote blogs with the ads. corporate with the BDA team regarding the number of installation of app and uninstallation , conversion , revenue, client status , client query, paid client status