

## CONTACT

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- 9340721308, 9406925186
- shubham9406925186@gmail.com
- Ahmedabad, India

## TECHNICAL SKILLS

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- Google Ads
- Bing Ads
- Google Analytics
- GA4
- Google Tag Manager
- Facebook Ads
- Social Media Marketing
- Ad Roll
- Call Rail
- Shopify
- CRO
- Competitor Analysis
- Keyword Research
- Data Studio

## INTREST

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- Writing
- Cricket
- Travelling
- Workout
- Anime

## LANGUAGE

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- English
- Hindi

# SHUBHAM SONI

## Digital Marketing Expert

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I'm Shubham Soni, and I'd like to introduce myself as a creative professional.

In my role as a Digital Marketing Expert, I use my passion for marketing as a tool to help companies promote and market their brand and products to help them achieve success and growth.

## EDUCATION

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### DAVV UNIVERSITY, INDORE

2018 – 2020 Master In Business Administration (IB)

### BARKATULLAH UNIVERSITY, BHOPAL

2015–2018 Bachelor of Commerce (Computer Application)

## EXPERIENCE

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### PPC EXECUTIVE AT WEBINDIA INC

Jan 2022 to Present

- Creating and planning a variety of PPC campaigns across a range of digital channels.
- Manage, review, and perform daily account responsibilities associated with Google Ads, Bing and other search engine and social media platforms for variety of clients
- Designed various types of landing pages that help businesses get quality leads & revenue.
- Analyzing the data of the various analytic tools like Universal Analytics & GA4.
- Conversion Tracking set up with different types of tools.
- Creating & building different types of strategies based on the business to achieve tremendous results from paid advertising.
- Weekly & biweekly meetings with overseas clients regarding account performance & strategy to scale-up the account.
- Generate monthly reports by gathering & pulling insights from Data Studio, Google Analytic & GA4.
- Optimizing the product feeds in the merchant center and e-commerce store backend to achieve greater ROAS & revenue.

### DIGITAL MARKETING EXECUTIVE AT SHREE RAM

#### ADVERTISING

Dec 2021 to Jan 2022

- Managing the various client's social media handles.
- Posting regular content on the social handles of the clients.
- Designing various creatives for the clients.
- Running Facebook campaigns.
- Weekly reporting.

## **IT SUPPORT AND DIGITAL MARKETING SPECIALIST**

Aug 2021 to Dec 2021

- Testing the websites & Apps and sharing the feedback with the developer team.
- Giving technical support to our clients.
- Writing content for blog posts and Mobile Apps.
- Managing Social Media Handles
- Contributes to marketing strategy by leveraging social media to identify and acquire customers.
- Monitoring the company's brand on social media
- Building a social media presence by maintaining a solid online presence.

## **Declaration:**

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

Date

Shubham Soni

Place