



KOMAL KAMBOJ

Digital Marketing Executive

WORK EXPERIENCE

Digital Marketing Executive

Techwily Technologies Pvt. Ltd. | Nov'17 - July'2020

- Developed and managed Google ads campaigns for search and display of monthly budget over 2-3 Lakhs.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Developed social media advertising campaigns like Facebook, LinkedIn & Instagram for clients of monthly budget over 5 Lakhs.
- Analysed and optimized campaigns to enhance the quality of the leads at the lowest cost.
- Collaborate with marketing staff in the development and production of visual content.
- Identified social media opportunities and develop an actionable plan for execution.
- Created and shooted Bulk SMS campaigns to get interested clients.
- Performed all SEO activities of on-page SEO as keywords analysis, meta tags, sitemaps, keywords insertion, etc., and Off-page SEO as blog submission, article submission, social bookmarking, etc.
- Optimized website pages with relevant keywords to improve formatting and readability.
- Measuring performance of digital marketing efforts using Google Analytics Tool.
- Managed leads data records coming from different sources to get which platform is generating more and good-quality leads.
- Handled social media campaigns for real estate clients for lead generation objective.

Digital Marketing Executive

Technians Softech Pvt. Ltd. | Oct' 21 - Now

- Helping clients to improve their ROI with paid campaigns on Google.
- Performing account audits and giving high value recommendations on improving campaign performance.
- Handling search, shopping, display, video, pmax, discovery and app installs campaigns.
- Monitoring keywords bids, daily & monthly budget caps, quality score, cost/click, impression share, conversions, cost/conv. & other important performance metrics.
- Identify opportunities to improve campaign performance.
- Analyzed websites from CRO perspective.
- Writing ad copies for paid campaigns.
- Monitor, optimize & troubleshoot campaigns to performance goals.
- Creating & troubleshooting conversion tracking and tracking issues.
- Report to internal team as well as clients on campaign progress using reporting tools.
- Handling a team to resolve their assigned account issues.
- Creating forecasts for the projects based on the market standards.
- Handling daily budget of upto \$50000.
- Cooperating with other team members across the organisation for efficient work progress.
- Connecting with clients to share campaign performance and requirements.
- Testing landing pages and formulating plans to keep conversion rates consistent.
- Working on Competitors analysis tools like Semrush & Href.

EDUCATION DETAILS

- M.C.A. 70%
- B.C.A. 63%
- H.S.C 67%
- S.S.C. 78%

PERSONAL BACKGROUND

Digital Marketing professional with 4 years' of experience with prominence in online marketing, SEO, SMO, and Web Analytics committed to impact and develop a company's output. My background is solidly rooted in the world of search engine optimization (SEO), social media marketing (SMO), Google ads, bulk sms marketing, Google search console and Google Analytics.

INTERPERSONAL SKILLS

- Highly motivated and eager to learn new things.
- Strong motivational and leadership skills.
- Ability to produce the best result even in pressure situations.
- Ability to work as an individual and as a group.

PERSONAL DETAILS

- Birth Date: 5th Feb 1994
- Nationality: Indian
- Languages: English, Hindi, Punjabi

GET IN TOUCH WITH ME

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