

Tanushree Mandal



Expert in internet advertising, responsible for planning and optimising the effectiveness of online advertising campaigns. Paid Social Ads and Google Ads advertising we used for paid advertising on the internet, usually through Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads and Google AdWords or Bing Ads.

Personal Info

Address

Sobha Hillview Apartments,
Bengaluru, Karnataka -
560062

Phone

7974479567

E-mail

tanumistry4@gmail.com

Skills

Google sheets

Adaptability

PPC

Campaign Management

Languages

- English
- Hindi
- Bengali



Work History

**Feb 2022 -
Feb 2023**

Digital Marketing Executive

Wubba Lubba Dub Dub Private Limited, Karnataka

Paid Social Ads, Google Ads and Bing Ads certified Digital Marketing Executive with over 1+ years of experience in driving sales, qualified leads, brand awareness, app installation and conversions for companies. Responsible for cutting costs of ad spend by 60% with a simultaneous 40% increase in ROI.

- Work closely with creative and content teams to seamlessly execute Paid Search campaigns.
- Creating and executing a strong performance marketing strategy & execution plan
- Identifying and testing new channels to continue to meet or exceed established critical metrics
- Working closely with the management to share funnel conversion improvement ideas, feedback & present results.
- Ensure budget is spent across performance channels efficiently.
- Manage PPC efforts on Google Ads, Meta Ads and other Social Media Paid Platforms.

Aug 2020 - Online Reputation Management

Feb 2022

Wubba Lubba Dub Dub Private Limited, Karnataka

- Monitoring the activity on social media platforms, online communities, blogs, ratings and reviews.
- Controlling negative reviews involves a number of steps, one of which is reaching out to customers who are unhappy with their experience.
- Sharing positive content with the audience to increase engagement.

- Heading the team of Social Media Account Handlers for seeding.
- Keeping the track of activities happening on the Social Media Accounts.
- Providing positive comments on the most influential but critical forums and posts.
- Analysing the Insights and trends to improve the quality of work.

Jan 2018 -
Aug 2020

Central Operation Executive

Nestaway Technologies Private Limited, Karnataka

- Providing the service to customer within stipulated time.
- Vendor management
- Maintain the report of time spent, executors, work completed & cost involved.
- Contacting tenant's to resolve the issues they raised related to service.
- Manage daily tracker for tickets/issue and maintain a report on the issues.
- Creating supporting operations procedures whenever new process is implemented.



Education

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|------|---|
| 2017 | MBA: Marketing and HR <i>Don Bosco Institute of Management, Bengaluru</i> |
| 2015 | BCA <i>MATS University, Raipur</i> |
| 2012 | Intermediate: Science <i>J.R. Dani, Raipur</i> |
| 2010 | Matric <i>Vivekanand Shishu Mandir, Raipur</i> |



Certifications

SAP, JAVA, Six Sigma, Digital Marketing



Interests

Movie watching and Painting