

# Vikas Sakral

## PROFESSIONAL SUMMARY

Passionate advertising professional experienced in planning and delivering high-performing marketing campaigns. Utilizes excellent written and verbal communication skills in marketing operations. Reaches target audiences and achieves revenue goals through focused strategy and planning.

## EXPERIENCE

### WNS Global Services Pvt. Ltd - Sr. Account Strategist

01/2020 - Current

- Manage all aspects of Google Ad campaigns (Search, Display, Discovery, Video, Shopping and Performance Max)
- Create, Analyze and optimize ad campaigns to increase return on investment (ROI)
- Develop strategies to increase online visibility
- Collaborate with a team of marketers and advertisers to reach their specific goals like, Return on Investment, Increase conversion, Website traffic and etc.
- Perform A/B testing to improve conversion rates of marketing landing pages.
- Improve the campaign reach-out and conversions, utilizing the data from Google Analytics (Universal Analytics & GA4)

### Quattro Global Services Pvt. Ltd - Sr. Executive

2012 - 2016

- Handled team as mentor
- Provided support on escalation calls
- Generated annual subscriptions of technical support for computer related issues.

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Sector – 11, Rohini, Delhi – 110085

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## CORE QUALIFICATIONS

- Google Ads
- Google Analytics
- GA4
- Ability to work efficiently under pressure.
- Good sales skills and customer oriented approach.

## EDUCATION

2014

**Manav Bharti University**  
Solan, HP  
**BCA**

2007

**D A V Public School**  
New Delhi, DL  
**12th: I.T**

2005

**D A V Public School**  
New Delhi, DL  
**10th**

## CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Display Certification
- Shopping Ads Certification
- Google Ads Video Certification
- Google Ads Measurement Certification