

CONTACT

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SKILLS



LANGUAGES



HOBBIES

Reading

Travelling

Gyming

AWARDS

Awarded as the "Star Performer Of The Month"

SWATI SHARMA

SUMMARY

A highly determined and result-oriented individual with an experience in Digital Marketing, Business Development and Growth. Meets job demands and deadlines through diligent work-ethic and dedication to quality. Skilled relationship-builder, multitasker and self-motivated to consistently provide results inline with targets and deadlines.

EXPERIENCE

Media Analyst Mar 2023 - Present
Adsparkx Media

- Creating and managing the day to day optimization of campaigns on Google Ads and Facebook Ads.
- Monitoring, Analyzing and Reporting campaign performance on a daily basis
- Developed unique content for clients by collaborating with the creative team.
- Managed a total budget of up to \$70,000 in ad spend per month

Associate- Media Buying Dec 2021 - Jan 2023
Z1 Media

- Managing the day-to-day operations of Google Ad words such as creating and managing campaigns, ad groups and budget of ad accounts.
- Monitoring, analyzing and reporting on campaign performance on a daily basis.
- Working on keyword research to create effective strategy.
- Implementing bid strategies for better performance of campaigns.
- Using Google Ad words to analyze and generate reports to understand and optimize the account accordingly.
- Managed a total of over \$50,000 in ad spend per month.

Business Development And Growth Jun 2021 - Dec 2021
Collegedunia Web Pvt Ltd

- Conducted market research and generated leads and capitalized on valuable business opportunities to bring in company revenue and increase bottom line profits.
- Liaised with the operations and product team to identify anomalies, trends and opportunities for improvement in the product operations.
- Managed clients from various domain and created a strategic digital growth plan for them.
- Used statistical methods to analyze data and generate business reports.
- Worked with various attribution platforms like Apps flyer, Branch, Singular.

Digital Marketing Executive Jun 2018 - May 2019

Awarded with the "Employee Of The Month"

Won awards for "Best In Studies" at school

CERTIFICATION

Secured online certification in Digital Marketing

Secured online certification in Google Search Ads, Google Display Ads

Secured online certification in Customer Analytics and Consulting Approach to Problem Solving

Xpress Group Overseas Education

- Created, monitored and optimized campaigns on Google Adwords and Bing Ads.
- Conducted keyword research to develop campaign strategy.
- Created compelling ad copies and ads.
- Daily performance reporting of campaigns.
- Implemented innovative ideas for marketing initiatives and branding efforts.

Marketing Intern-Strategy Insights And Planning Consultant Medicento

May 2020 - Jul 2020

- Grew customer base by identifying the target market and needs, developing a strategic plan and conducting market research.
- Raised sales productivity by 10% by properly executing the sales plan
Liaised with the social media and content marketing team and provided them out-of-the-box ideas.
- Implemented innovative CRM strategies for better conversion and retention rate

EDUCATION

PGDM- Marketing Xavier Institute Of Social Service

Jun 2019 - May 2021

- Scored 7.1 TGPA.

BBA(Marketing & HR) Birla Institute Of Technology Mesra

Jul 2015 - May 2018

- Scored 67.20%

12th DAV Public School

2013 - 2014

- Scored 86%

10th St. Joseph's Convent High School

2011 - 2012

- Scored 93%