

Nikita Balani

Bengaluru, Karnataka, India



nbalani12898@gmail.com



83189 16289



[linkedin.com/in/nikita-balani](https://www.linkedin.com/in/nikita-balani)

Experience



PPC Analyst

ExcelR

Nov 2021 - Present (1 year 11 months)

- > Managing multiple accounts on Google Ads with reporting & optimization.
- > Research, Analysis, and Problem-Solving
- > Website audits, competitive research, keyword research, ad copy creation, analysis of web analytics, and reporting.
- > Research best practice strategies for PPC and implement the best tactics to help the business achieve its goals.
- > Responsible for communicating with Account Manager via email, phone, or in person.
- > Understanding the customer needs and analyzing the competitor's website.
- > Strong interpersonal skills with the ability to communicate across diverse teams.
- > Constantly seeking to attain and maintain professional standards of excellence.



Campaign Manager

Valueleaf Services (India) Pvt. Ltd.

Jun 2021 - Nov 2021 (6 months)

- > Managed BFSI, Gaming & Various other brand campaigns.
- > Delivered Performance, Media Planning & Operations via different channels like SMS, Emails, Display, SEO, SMO, Audio & Video.
- > Responsible for communicating with various clients and publishers via email, phone, or in person.
- > Understanding the customer needs and planning the campaign accordingly.



Digital Marketing Executive

Acharya Institutes

Jan 2021 - Jun 2021 (6 months)

PAID ADVERTISING

=====

- > Keyword Research
- > Campaign Structure based on Website Structure
- > Grouping the Keywords based on Common Theme
- > Ad Copy Performance Monitoring - CTR, Clicks, and Impressions
- > Campaign Budget Optimization and other related tasks.
- > Created Campaign Structure and Uploaded Campaigns on Google Ads, Facebook & LinkedIn

SEARCH ENGINE OPTIMIZATION

=====

> On-Page Optimization

SOCIAL MEDIA MARKETING

Managed social media profiles and pages across Facebook, Instagram, LinkedIn, and Twitter.

REPORTING

=====

- > Google Analytics - Traffic from various channels for the month.
- > Google Ads Performance report.
- > Facebook Ads Performance report.
- > LinkedIn Ads Performance report.
- > Social Media Organic Performance Report - Facebook, Twitter, LinkedIn, Pinterest, and Instagram.



Digital Marketing Intern

Web Marketing Academy

Sep 2019 - Feb 2020 (6 months)

> Built an E-commerce Website.

Website: furrycreatures.co.in

> Created Text and Display Ad campaigns on Google for Home Renovators.

Website: homerenovators.co.in

> Created Facebook and Instagram Ad campaigns with the objective of Lead Generation.

Website: <https://brewmybrand.com/>

FB page: <http://bit.ly/brewmybrand>

> Created LinkedIn Ad campaign with the objective of Lead Generation.

Website: <http://bit.ly/qcsglobal>

LinkedIn page: <http://bit.ly/ln-qcsglobal>

Education



Integral University, Lucknow, Uttar Pradesh

Bachelor's degree, Computer Science

2016 - 2019

Skills

pay per click • Google Ads • Pay Per Click (PPC) • Facebook Marketing • Search Advertising •
Affiliate Marketing • Mobile Marketing • Email Marketing • Affiliate Management • Affiliate Relations