

Japneet Kaur

New Delhi, 110052

7678669697, 9872457567

Email: Japneetkaur2701@gmail.com

<https://www.linkedin.com/in/japneet-kaur-26b0441b3>

CAREER SUMMARY

- 2+ years of experience in Google Ads and Analytics with exceptional communication and presentation skills with the ability to work in a team-oriented environment
- Looking to utilize experience working in a Digital Marketing department as Digital Marketing Analyst Offering hands-on experience with keyword research tools and executing SEO and digital marketing strategies.

EDUCATION

B.com (Program)
SGGSCC

Aug'18-Apr'21
DU, New Delhi

10th, 12th (Commerce)
BDPS

Jul'16-Mar'18
Patiala, Punjab

SKILLS

- Technical Skills: Marketing Strategy, Campaigns, E-commerce, Analytics, Email Marketing, Performance Marketing.
- Tools: Google Analytics, MS Excel, MS Power Point, CRM, Servicenow, Google Ads
- Certifications & Training: Fundamentals of digital marketing by Google, SEO Foundations (LinkedIn), Digital Marketing Foundations (LinkedIn), SEO training master class by Robin & Jesper, Email Marketing (Hubspot).

PROFESSIONAL EXPERIENCE

COGNIZANT

Senior Process executive (Google ads Policy)

Jan'23-Present
Gurgaon, Haryana

Google Adword Process

- Troubleshooting of Google Ads account related to running ads.
- Handling premium, Olympus clients with high spending in Google Ads via call, chat and email.
- Privilege to work with all the market including UKI, EMEA & APAC.
- Handling problem related to policy related disapprovals and other account level issues.

VIRTUSA

Content Curator Analyst

Sep'21-Dec'22
Gurgaon, Haryana

Google Adword Process

- Analytical thought process combined with an attention to detail in order to help in suggested Ads creation.
- Prepare Ads content and creative.
- Review search contents and classify them as per client guidelines.
- Review landing page and home pages.
- Have to check the quality of the content for advertisement. Must ensure that the text and images content that goes online is not offensive or violates any copyright laws.

INTERNSHIPS

Expert18 Technologies

Aug'21-Sept'21

Digital Marketing

Remote

- Website Creation - with Domain / Hosting, PPC/CPC
- SEO (Search Engine optimization) - Target Google Viewers
- Off page SEO Creation, Blog Commenting, Product Commenting, News Commenting.
- On page Activities - Forum posting, Link building, Blog Creation for Blogging, Blog submissions, Article Submission / Tag Submission / Backlink SEO Activities - Keywords Research, Content (Article) Writing,

Industry Owl	Jul'21-Aug'21
Digital Marketing <ul style="list-style-type: none"> Worked with Ecommerce website for backend listing mostly with health and personal care and ayurveda products on wordpress and did other works such as blogging, keyword planner, Internal Linking, External Linking with B2B and B2C experience. 	
Kesariya Agrotech	May'21-July'21
SEO Intern <ul style="list-style-type: none"> Creating website with the help of Macromedia Dreamweaver, Nice page and performing following below discussed task Keyword research, Google keyword planner, Keyword research, Google keyword planner. 	
Unihub	June'20-Sept'20
Content Creator and Marketing Analysis Intern <ul style="list-style-type: none"> Content creations and LinkedIn Marketing. 	
Eat My News	June'20-July'20
Social Media Intern <ul style="list-style-type: none"> Worked on instagram, facebook, creating campaign and collected data. 	
Naman Real Homes Pvt. Ltd	Nov '19-May'20
<ul style="list-style-type: none"> Digital Marketing Intern 	
Idea Interiors and Maintenance Contractors	May'19-Jul'19
Account Manager <ul style="list-style-type: none"> Manage ledger accounts, petty cashbook, billing. 	