



Digital Marketing Executive With 2.4 Years

SUMMARY

Dynamic and results-oriented digital marketing professional with over 2.4 years of experience in driving successful campaigns across various platforms. Proficient in Search Engine Marketing (SEM) and Pay Per Click (PPC) strategies, with a proven track record of optimizing Google Ads campaigns for maximum ROI. Skilled in leveraging Google Analytics and other analytics tools to track performance metrics and refine marketing strategies.

SKILLS

- Digital Marketing
- Search Engine Marketing (SEM)
- Social Media Marketing
- Pay Per Click PPC
- Google ads
- Google Merchant Centre
- Facebook Ads
- Instagram Ads
- Google Analytics
- Campaign Management
- Keyword Research
- Media Planning & Buying
- Lead Generation
- Similar web & SEMrush
- Marketing

CAMPAIGNS & BIDDING STRATEGIES WORKED ON

- Search, Display, P-max & Video
- Google Shopping (PLA)
- Remarketing(RLSA)
- Lead Generation
- Awareness & Reach
- DPA & DABA (Catalogue Sales)
- Manual CPC & Enhance CPC
- Target CPA & Target ROAS
- Maximize Conversions & Clicks
- Target Search Impressions Share
- Maximize Conversion Value

CERTIFICATIONS

- Google Search Ads Certified
- Google Shopping Ads Certified
- Google Analytics Certified

EDUCATION

SV University

Bachelor's Degree in Commerce
2017 – 2020

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

digitaltechnoservices.com | 2021 September - Present

- Developed and executed comprehensive PPC strategies across multiple platforms to drive website traffic, enhance brand visibility, and generate leads.
- Managed all aspects of pay-per-click advertising campaigns, including keyword research, ad copy creation, bid management, and performance tracking.
- Utilized Google Ads, Bing Ads, and other PPC platforms to create and optimize search, display, and remarketing campaigns.
- Conducted thorough keyword research and analysis to identify high-potential keywords and optimize campaign performance.
- Analyzed search terms and added negative keywords at the campaign and ad group levels for better ad serving.
- Audited auction insights and search impressions share metrics to optimize campaigns for better ad serving.
- Optimized campaigns based on device, location, and time scheduling.
- Created different audience strategies for remarketing campaigns.
- Implemented A/B testing methodologies to continuously improve ad performance, click-through rates, and conversion rates.
- Monitored campaign performance metrics such as click-through rate (CTR), conversion rate (CVR), cost per click (CPC), and return on ad spend (ROAS).
- Analyzed campaign data using Google Analytics and other tracking tools to identify trends, insights, and areas for optimization.
- Developed and implemented audience targeting strategies based on demographic, behavioral, and interest-based criteria.
- Collaborated with cross-functional teams including design, content, and development to ensure alignment of PPC campaigns with overall marketing objectives.
- Stayed updated on industry trends, best practices, and algorithm changes to adapt strategies and maintain competitiveness.
- Provided regular performance reports and insights to stakeholders, highlighting key metrics, achievements, and recommendations for improvement.
- Coordinate and schedule meetings and conferences with internal and external stakeholders
- Demonstrated expertise in selecting optimal ad placements to Optimize the Performance.
- Designed and executed Prospecting, Remarketing and Lookalike Audience Segments.