

Shashwat Kumar Choudhary

Professional Title

Working as Performance Marketing professional with 5+years of experience in planning and executing successful online marketing campaigns.

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📍 Patna, India

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WORK EXPERIENCE

PPC Specialist

Rail Feast

04/2021 - Present

Patna, India

Achievements/Tasks

- Skilled in developing and optimizing multi-channel marketing campaigns & handled around 50 Lack of monthly spends.
- Responsible for making business development plans & client pitches to help acquire new business.
- Planning for performance improvement, new initiatives, budget allocation and optimizations across digital marketing channels - Facebook, Instagram, Google and Snapchat.

PPC Specialist

Zeta Media

10/2019 - 03/2021

Patna, India

Achievements/Tasks

- Handled a dynamic team of 10 members, driving their success through effective coaching, mentorship, and goal alignment.
- Provided insightful analysis and reporting on campaign performance, highlighting actionable insights and recommendations for optimization.

Digital Marketing Executive and Affiliate Marketing Manager

Cratis Media Pvt Ltd

03/2019 - 09/2019

Gurgaon, India

Achievements/Tasks

- Conducted performance analysis of affiliate campaigns & implemented optimization strategies to improve sales.
- Handled website backend for uploading content blogs post banner and offers on e-commerce website

Digital Marketing Executive

Digixito Services Pvt Ltd

07/2018 - 02/2019

Noida, India

Achievements/Tasks

- Performed regular checks on campaigns, ensure KPI's are met & used data driven approach for optimization. Managed advertising budgets and allocate resources effectively to maximize ROI and achieve business objectives.
- Handled end to end account execution, growth & performance for the channels like facebook, google & linkedin.

SKILLS

Performance Marketing

FB Ads Manager

Google Ads

Excel

Pay-per-click (PPC) advertising

Budget allocation

Affiliate marketing management

Affiliate Platform Management

Google analytics

Advertising Campaign

Project management

Microsoft PowerPoint

Skill

EDUCATION

B.Tech (CSE)

Galgotia University, Greater Noida

05/2013 - 05/2017

Greater Noida, India

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency