



Summary

Dynamic digital marketing professional with 2 years of hands-on experience managing a monthly budget of ₹50 lakhs across multiple channels. Delivered an average ROI of 4x through strategic implementation of performance marketing campaigns, focusing on driving measurable results. Adept at planning, executing, and optimizing campaigns using a range of tools and platforms, including Google Ads, Facebook Ads, and other media buying solutions.

Skills

- Digital marketing
- Search Engine marketing(sem)
- Social media marketing(smm)
- Pay per click(ppc)
- Google Ads
- Facebook Ads
- Media planning & Media Buying
- Remarketing
- Performance marketing
- Brand marketing
- Ecommerce Marketing
- Campaign Optimization
- Keyword Research

Projects Handled

- PMJ jewellers
- Preethi Home Appliance
- Vasanth& Co

Certifications

- Google Ads Certification
- Google Analytics Certification
- Google Shopping Certification

Education

- MBA (YOP 2022)
- B.com (YOP 2020)
- 12th (YOP 2017)
- 10th (YOP 2015)

Core Activities

- Budget Pacing
- Campaign Execution
- Updating the Trackers
- SQR Audits
- Audience sizings
- Media Plans
- Ad Copies Preparation
- Campaigns Monitoring
- Campaign Optimizations
- Dec Preparations
- Reports

Roles and Responsibilities summary

- Proficient in creating and executing comprehensive Google Ads campaigns.
- Developed highly engaging digital marketing strategies with a focus on driving conversions.
- Campaign Oversight and Adjustment: Regularly assess the performance of ongoing campaigns to ensure they align with objectives, making necessary budget or targeting adjustments.
- Traffic Generation Optimization: Successfully boosted website traffic through a strategic blend of organic and paid channels.
- Strategic Campaign Development: Devised and executed a variety of campaign strategies, encompassing search and display campaigns, in alignment with predefined objectives.
- Creative Direction Coordination: Work closely with creative teams to develop and refresh ad creatives in line with performance insights and campaign objectives.
- Ad Copy Refinement: Continuously refine ad copy to enhance engagement and boost conversion rates, considering tone, messaging, and effective calls-to-action.
- Keyword Targeting Refinement: Conducted comprehensive analysis of search terms and integrated negative keywords at campaign and ad group levels to sharpen ad targeting.
- Campaign Performance Evaluation: Regularly scrutinized auction insights and search impression share metrics to optimize campaigns for superior ad delivery.
- Bidding Strategy Implementation: Employed a spectrum of bidding strategies including Manual CPC, TCPA, TROAS, and Maximize clicks to streamline campaign management and maximize results.
- Performance Monitoring Across Platforms: Monitored and assessed search results and performance metrics across various Google platforms to ensure optimal campaign performance.
- Tailored Audience Strategies: Developed customized audience strategies tailored for remarketing campaigns to amplify their effectiveness.
- Analytics-driven Insights: Analysed key metrics such as bounce rate, page views, and sessions in Google Analytics to gauge website performance accurately.
- Remarketing Audience List Generation: Created targeted remarketing audience lists within Analytics to effectively reach specific user segments.
- Competitive Landscape Monitoring: Stay updated on competitors' advertising strategies and industry trends to identify potential opportunities and maintain a competitive edge.
- Cross-Functional Collaboration: Engage in collaborative efforts with teams across marketing, creative, and analytics departments to ensure synergy between Facebook ad strategies and broader marketing goals and initiatives.