GRUHEET

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**OBJECTIVE**

To use the skills I have acquired and the creativity I have developed to achieve highest levels of excellence in personal and professional career. Also to create, share and enjoy learning.

**WORKING EXPERIENCE**

1. **Extramarks Education India Pvt Ltd**

August 2014 – March 2016

Designation – Digital Marketing Analyst

Project – Extramarks LIVE

1. **Accenture – Google Process**

April 2016 – Till Date

Designation – Business Operation Analyst

Project- Google iLCS –India’s Large Customer Sale (Google Adwords)

Job Responsibilities:

* Creating, implementing, tracking, analyzing and optimizing Google AdWords campaigns.
* Responsible for Pay Per Click, ad copy creation, keyword research, keyword traffic estimates and analytic analysis.
* From setting the campaigns for brand awareness to drive conversion, end to end campaign management
* Develop custom Monthly/Weekly various kinds of reporting deliverable for management.
* Suggesting Keywords for the large US Client Accounts as well as Optimizing there search, display & youtube campaigns on the basis of the conversion, cost or impressions.
* Handling and managing the Bulk E mail software and all the E mail marketing projects.

**AREAS OF INTEREST**

* Online Marketing

**EDUCATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Board/University** | **Year** | **Percentage** |
| B.Tech(CSE) | UPTU(AMITY Greater Noida) | 2014 | 64.18% |
| Intermediate | CBSE | 2010 | 60.40% |
| High School | CBSE | 2008 | 68.6% |

**SUMMER TRAINING(SIX WEEKS)**

**TELECOMMUNICATIONS CONSULTANTS INDIA LTD.**

* To provide world-class technology and Indian expertise globally in all fields of telecommunication and information technology.
* To sustain, expand and excel in its operations in overseas/Indian markets by developing proper marketing strategies.

**PROJECT**

**AAdhar Secure Travel Identity:**

A tool that manages the handling of passport and license using the unique identification associated with each individual

* **Language:- Java and Jsp**

**CERTIFICATION**

Google Adwords Certified

**PERSONAL SKILLS AND HOBBIES**

* Cricket
* Swimming
* Squash

**KEY SKILLS**

* Digital Marketing
* Google Adwords
* HTML

**STRENGTH**

* Quick learner & keen observer
* Dedicated and passionate
* Focused and punctual
* Knowledgeable and friendly
* Ability to carry out instructions

## PERSONAL DETAILS

Date of Birth : 28/03/1992   
Languages Known: English, Hindi & Punjabi