

Amit Singh



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Objective

I am a results-oriented digital marketer with more than 3 years of experience in strategizing, implementing, and optimizing online campaigns. Seeking a challenging digital marketing role to leverage my skills in SEO, SEM, social media, and analytics to drive brand visibility, lead generation, and revenue growth for a dynamic organization.

Experience

- **AdGlobal360** 26-july-2024 - Till now
Associate Manager
Media Planning for Google and Social Media:

Develop a comprehensive media plan for Google Ads and various social media platforms, outlining objectives, target audience, channel selection, and key metrics for success.

Conduct market research to identify key demographics, interests, and behaviors that align with brand goals and identify the most effective platforms to reach these segments.

Plan a schedule for ad deployment, including frequency, format, and placement on platforms like Facebook, Instagram, YouTube, and tailored to optimize reach and engagement.

Coordinate with creative teams to design assets (images, videos, copy) that adhere to platform guidelines and resonate with the target audience.

2. Managing Brand Campaigns:

Lead brand campaign execution across all chosen channels, ensuring consistency with the brand's identity and messaging.

Define the objectives for each brand campaign, such as awareness, engagement, or conversions, and determine the best performance metrics (KPIs) to track and analyze success.

Monitor campaign performance daily and adjust strategies as needed based on data insights, trends, and user engagement.

3. Reach and Frequency (RNF) Campaigns:

Design and manage RNF campaigns to ensure optimal reach and frequency, balancing ad exposure to prevent audience fatigue while maximizing brand recall.

Use data-driven insights to set frequency caps and analyze how often the target audience sees the ads, adjusting as needed to achieve campaign objectives.

Regularly assess and optimize RNF campaigns to align with changing market trends, audience responses, and budget constraints.

4. Budget Monitoring:

Establish a detailed budget for each campaign and allocate funds across platforms to achieve the highest ROI.

Track spending closely throughout the campaign, ensuring the budget remains within limits and that funds are allocated efficiently based on ongoing performance.

Prepare regular financial reports that document spending and returns, providing actionable insights for optimizing future campaign budgets.

5. Performance Marketing on Google and Social Media:

Oversee all aspects of performance marketing on Google (including Google Ads and YouTube) and social media, focusing on measurable outcomes like lead generation, sales, and conversions.

Conduct A/B testing and optimize ad copy, visuals, and targeting parameters to improve click-through rates (CTR) and conversion rates (CVR).

Utilize analytical tools like Google Analytics, Facebook Business Manager, and other platform-specific insights to track performance metrics, identify trends, and refine strategies for continuous improvement.

- CarDekho** Nov 2021 - July 2024

Senior Marketing Executive
Roles: Develop and execute comprehensive Google Ads strategies to meet client objectives.

Conduct keyword research and analysis to identify high-value keywords for targeting. Create and optimize ad campaigns across various Google platforms, including Search, Display, Video, and Shopping.

Manage ad budgets effectively to maximize ROI and achieve campaign goals. Implement advanced targeting techniques, including audience segmentation and remarketing.

Monitor campaign performance and analyze key metrics to identify areas for improvement. Conduct A/B testing of ad creatives, landing pages, and targeting options to optimize performance.

Stay updated on industry trends, Google Ads updates, and best practices to maintain campaign effectiveness.

Provide regular reporting and insights to clients on campaign performance and recommendations for optimization. Collaborate with cross-functional teams, including designers, developers, and analysts, to ensure cohesive advertising strategies.
- Wen Energy Systems Pvt Ltd** Nov 2020 - July 2021

PPC Analyst
Have experience in insight sales in international markets such as the United States and Canada.

Optimize Product Feed: Ensure your product feed is accurate, up-to-date, and includes relevant product information like titles, descriptions, prices, and images.

Keyword Research: Research and select relevant keywords for your products to improve visibility. Use tools like Google Keyword Planner to identify valuable keywords.

Negative Keywords: Add negative keywords to filter out irrelevant traffic and reduce wasted ad spend.

Campaign Structure: Organize your campaigns and ad groups logically, grouping similar products together. This makes it easier to manage bids and tailor ad copy.

Quality Images: Use high-quality images that showcase your products effectively. Google Shopping is highly visual, and good images can attract more clicks.

Optimize Titles and Descriptions: Craft compelling and descriptive product titles and descriptions to entice potential customers.

Competitive Pricing: Keep an eye on competitors' prices and adjust your pricing strategy accordingly.

Bid Optimization: Regularly review and adjust your bids based on the performance of different products and keywords. Focus on products with higher ROI.

- **Writers4you** 2020 - 2022
Digital Marketing Executive
Responsible for developing and executing online marketing strategies to increase brand awareness, drive traffic, and generate leads or sales.

Their role includes managing various digital channels such as search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, social media, content marketing, and affiliate marketing.

Responsibilities include analyzing data, optimizing campaigns, staying updated on industry trends and technologies, and collaborating with other teams to ensure cohesive marketing efforts. They also focus on customer acquisition, retention, and conversion optimization.

- **Iwebsolution** 2016 - 2018
SEO Executive
responsible for Managing SEO (Search Engine Optimization), SMO (Social Media Optimization), and SMM (Social Media Marketing) each have distinct roles.

SEO (Search Engine Optimization):Role: Improve website visibility and rankings in search engine results pages (SERPs).Responsibilities:Keyword research and optimizationOn-page optimization (meta tags, headings, content, etc.)

Off-page optimization (backlink building, social bookmarking, etc.)Technical optimization (site speed, mobile-friendliness, schema markup, etc.)

Monitoring and analyzing website performance through tools like Google Analytics and Google Search Console.SMO (Social Media Optimization)

Enhance brand visibility and engagement on social media platforms.Responsibilities:Creating and optimizing social media profiles/pages (Facebook, Twitter, LinkedIn, etc.)Sharing and promoting content to increase reach and engagementEncouraging social sharing and participationMonitoring and responding to audience interactionsUsing analytics to track performance and refine strategies.SMM (Social Media Marketing)

Utilize social media platforms for advertising and promotion.Responsibilities:Developing and executing social media advertising campaigns (paid ads, sponsored posts, etc.)Targeting specific audience demographics and interestsA/B testing ad creatives and targeting parameters Monitoring ad performance

Education

- **CBSE** 2012
12th
- **Delhi University** 2012 April to December 2015
B.com
- **IGNOU** 2022
M.com
- **CBSE** 2010
10h

Skills

Google Editor Google Analytics Google Search Console Google Tag Manager Canva

MS Office and it's implementation Data Entry and Storage. Performing Calculations. Data Analysis and Interpretation. Reporting and Visualizations. Forecasting. V-Lookup

Google Data Studio

Projects

- CarDekho Used Cars
- New Auto
- BikeDekho
- Zigwheels
- CEAT Tyres
- TeuckDekho
- Max Life Insurance