

# SHIVAM VERMA

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## PROFESSIONAL SUMMARY

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A seasonal professional with over 2 years of experience in digital marketing focused on performance marketing and programmatic, adapt to handling teams and managing end-to-end digital media campaigns with a proven track record through strategic implementation of digital marketing strategies.

## EXPERIENCE

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### Senior Process Executive

Cognizant Technology Solutions

June 2022 – Present

Gurugram, IN

- Generated revenue for clients through effective digital marketing strategies, increasing revenue by 25%.
- Created and managed Google Ads Sitelinks for 100+ customers, boosting impressions by 20%.
- Developed 100+ ad creatives with visuals, relevancy, call to action, and enticing offers
- Conducted various verifications to ensure the quality of 200+ ads, maintaining high standards.
- Audited the work of 50+ raters and provided constructive feedback on a weekly basis, improving accuracy by 12%
- Prepared and presented weekly insights about rater performance to management, analysing data for 50+ raters
- Ensured logical and meaningful extraction of URLs' content with 100% SLA adherence.

### Digital Marketing Intern

Fairdeal Realtors

Oct 2021 – Apr 2022

Mumbai, IN

- Executed LinkedIn Marketing strategies to increase brand visibility and reach
- Generated 60% quality leads by proactively researching and identifying potential customers
- Successfully converted 60% leads into paying customers through persuasive communication and tailored sales approaches
- Consistently exceeded sales targets by 40% by delivering exceptional customer service and nurturing client relationships
- Developed and implemented effective emails to engage prospects and drive conversions
- Utilized data analysis to optimize and improve marketing performance

## PROJECTS

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### EdTech | Google Ads | Meta Ads

Executed Sales objective Campaign across Meta Channels resulting in increase in sale of 40% with an ROAS of 1.5

Executed and Analyze Google Ads performance data to identify the patterns in order to improve campaign effectiveness and increase sales by Search and YouTube Campaigns.

### Real Estate | Google Ads | Meta Ads

Worked on End-to-End Campaign Management at both Google and Meta Ads by optimizing the Campaigns and increase the lead flow month by month with 85% to 90% quality leads with minimum CPL of 400.

Check the Daily, Weekly & Monthly performance of the campaigns, analyze different patterns from reports and make the necessary changes as required.

### E-Commerce | Engagement Objective | Meta Ads

Ads for Engagement Campaign were executed to create more audience involvement. As a result, 60% people visited to WhatsApp, interact with our sales team and end up purchasing our products.

## EDUCATION

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**Master of Business Administration**, Dayalbagh Educational Institute

2020 – 2022

Marketing and Advertising

**Bachelor of Business Administration**, Dr. Bhimrao Ambedkar University

2016 – 2019

Marketing and Management

## SKILLS

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**Ads Operations:** DCM/CM360, DV360, Google Ads

**Paid Ads:** Facebook, Instagram, Google, LinkedIn

**SEO:** Google Search Console, Moz, Ahrefs, Ubersuggest, Google Analytics

## CERTIFICATIONS

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Google Ads Search and Display Certification (By Google)

Digital Marketing and Performance Marketing Course (By Udemy)

Campaign Manager 360 and Display&Video 360 (By Udemy)