

Ramesh Kamboj

Digital Marketer

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Proactive and results-driven PPC Specialist with 3 years of experience managing Google Ads and Facebook Ads campaigns across various industries. Adept at creating strategic ad copies, optimizing campaigns, and delivering data-driven insights. Skilled in setting up advanced tracking solutions via GTM and GA4, and experienced in client communication and performance reporting. Passionate about leveraging data and creativity to maximize ROI.

WORK EXPERIENCE

PPC Specialist Webential Technologies

08/2023 - 12/2024

Gujarat, India

Achievements/Tasks

- Created ad copies, audit reports, and strategic plans for clients.
- Managed diverse campaigns on Google Ads and Facebook Ads platforms.
- Delivered detailed Looker Studio reports showcasing campaign performance.
- Implemented advanced tracking solutions via GTM and GA4.
- Ensured effective client communication to address their needs and objectives.

PPC Executive Geek Informatic & Technologies Pvt. Ltd.

01/2022 - 08/2023

Mohali, India

Achievements/Tasks

- Managed Google Ads campaigns including Display, Shopping, Search, and Performance Max.
- Conducted keyword research and A/B testing for campaign optimization.
- Created and maintained detailed Looker Studio reports for clients.
- Set up tracking systems through GA4 and GTM to ensure data accuracy.

SKILLS

Google ads

Facebook Ads

Tracking & Reporting

Campaign Management

Keyword Research

Competitor Analysis

Ad Copy Creation

MCC Account Handling

Client Communication

Created Audit & Strategy Report

A/B Testing

LANGUAGES

English
Native or Bilingual Proficiency

Hindi
Native or Bilingual Proficiency

TOOLS

Google Tag Manager

Analytics

Looker Studio

SEMrush

SpyFu

Microsoft Clarity

EDUCATION

Bachelor of Arts (B.A.) Delhi University

05/2019 - 08/2022

Delhi, India

Class XII (CBSE) Govt Boys Senior Secondary School

O Level Computer Course Delhi Institute of Computer Science