



HIMANSHU PANDEY

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Objective

To leverage my expertise in Digital Marketing and data-driven campaigns to enhance brand visibility and drive business growth. Seeking a challenging role with candour, zeal, diligence and dedicated desire of learning to where I can apply my skills in PPC, Social Media Marketing, End to End Campaign Management and Paid Advertising to create impactful marketing solutions while contributing to organizational success.

Experience (Total 04 Years)

- Accenture Solutions Private Limited** Jan 2024 - -
Campaign Strategist- Paid Search & Social
 - 1)- Responsible for analyzing and optimizing digital marketing efforts to improve performance and achieve business goals.
 - 2)- Key responsibilities include data analysis and reporting, SEO and SEM optimization, content and campaign performance tracking, customer segmentation and insights, market and competitor analysis, collaboration and strategy support, budget management, and tool and platform management.
 - 3)- Track key metrics like traffic, conversion rates, and ROI, identify and implement SEO improvements, manage PPC campaigns, measure content marketing performance, analyze customer demographics, conduct A/B testing, conduct market and competitor analysis, collaborate with marketing teams, manage budgets, and manage marketing automation tools and platforms.
- WNS Global Services** Jan. 2022 - Jan. 2024
Senior Associate - Digital Marketing
 - 1)- Creating Google/Facebook/LinkedIn/Twitter Ads campaigns from scratch and optimization existing campaigns.
 - 2)- Oversee a social media strategy for meeting objectives & goals (higher traffic/ customer acquisition/revenue generation/ etc).
 - 3)- Achieve higher ROI on Advertising Spend through data-driven Ads Optimization (Google SEM/ Facebook Advertising/ Display/ Affiliate/ etc).
 - 4)- Implement a data-driven & analytical approach for delivering business goals for clients.
 - 5)- Develop and manage digital marketing campaigns. Research the market in order to discover new trends and technologies in order to improve website performance.
- TechGropse Pvt Ltd** Nov. 2020 - Dec 2021
Digital Marketing Executive
 - 1)- Learned to Plan and execute all Digital Marketing activities i.e. Search Engine Optimization(SEO), Search Engine Marketing(SEM), Social Media Optimization(SMO), Social Media Marketing(SMM), Email marketing, and content marketing.
 - 2)- Learned how to do Competitor Analysis, Keyword Research, and creativity in developing the growth strategies for the company.
 - 3)- Also learned how to increase brand awareness and presence across all social media platforms.

Education

- Dr. APJ Abdul Kalam Technical University (AKTU)** 2016-2020
Bachelor of Technology - Electrical & Electronics Engineering
80%
- Central Board of Secondary Education (CBSE)** 2015-2016
Senior Secondary Certificate 12th
80%

- **Central Board of Secondary Education (CBSE)**
Higher Secondary Certificate 10th
9.6 CGPA

2013-2014

Technical Skills

- Search Engine Marketing (SEM)
- Social Media Marketing (SMM), Paid Social Ads
- Pay per Click (PPC), Cost per Click (CPC)
- Search Engine Optimization (SEO)
- Campaign Management, Google Ads
- Google Analytics
- Facebook Ads
- Social Media Paid Ads
- Digital Marketing, Online Marketing
- Performance Marketing
- LinkedIn Ads, Meta & Twitter Ads
- Product Marketing
- Branding & Marketing
- End to End Campaign Management

Projects

- **Digital Marketing for Visila Security, Malaysia**
- **Digital Marketing for Womo Security, Malaysia**
- **Digital Marketing for Aegis Security**
- **Digital Marketing for JS Security**

Internship/Trainings

- Training on Track Electrification under KEC International pvt. Ltd. ; Reporting Authority RVNL
- Internships in NTPC on generation of Electric power :
Learned basic concepts of Generation & Distribution of power. Identifying different Supervision Equipment and their working. Concept of Supervision of Equipment Repairs and Unit Overhaul. State-of-the-art Operation and Maintenance training for coal-based and gas-based units.

Reference

- **Dr. Dharendra kr. Dwivedi - RKGIT, Ghaziabad**
HOD- ECE
+91 98990 03498
- **Sachin Negi - WNS**
Deputy Manager
+91 98102 56265