

Apurv krishali

Digital Marketing trainee

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📍 Noida

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TOTAL EXPERIENCE

1.3 Years

PROFILE

In digital marketing, I am a skilled professional with expertise in various online strategies such as **SEO, SEM, social media, email marketing, Google Ads Facebook Ads , and data analysis**. I thrive on optimizing digital campaigns, driving website traffic, increasing brand awareness, and achieving measurable results. My goal is to enhance online presence and engagement for businesses

SKILLS

- Facebook Ads
- Google Ads
- SEO
- Social Media Marketing
- KPI Monitoring
- Lead Generation
- Campaign Optimization

LANGUAGES

Hindi

English

PROFESSIONAL EXPERIENCE

SNVA Ventures

Digital Marketing Trainee

01/2024 – present | noida, India

- Managed and optimized **Google Ads and Facebook Ads** campaigns, ensuring efficient budget utilization of 12,500 USD each per month for Google and Facebook platforms.
- Conducted regular ad performance monitoring, leading to the generation of **52–60 leads** per day
- Created and tested new ad creatives, adjusted detailed targeting parameters, and optimized campaigns for enhanced lead generation.
- Successfully managed campaigns for **Careerera, EIMT, and Birchwood** websites.
- Delivered performance-driven ads and executed changes based on analytics insights to sustain lead quality and reduce acquisition costs.
- Leveraged the **Meta Business Suite** to post creative content, engage with audiences through comments and messages, and maintain an active social media presence.
- Ensured monthly delivery of 20 ad campaigns across platforms, driving sustained brand engagement and lead generation.
- Utilized **cost-per-thousand impressions (CPM)** strategy for **Facebook Ads** to maximize ad reach and engagement.

Internship

Rohan Digital

07/2023 – 12/2023 | Dehradun, India

Worked as an **SEO Intern** at enhancing website rankings, driving organic traffic, performing keyword research, and implementing SEO strategies.

EDUCATION

B.Com - Commerce

2023 | Uttarakhand, India

HNB Garhwal University (HNBGU)

SGRRR Public School

2019 | Uttarakhand, India

12th CBSC

Amar boond Academy

2017 | Uttarakhand, India

10th