

YOGESH SHARMA

CONTACT



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Delhi

SKILLS

Google Ads
Facebook & Instagram Ads
Google Tag Manager
Keyword Research
Google Analytics
A/B Testing & Landing Page Optimization
Competitor Analysis

EDUCATION

BCA(Bachelor Of Computer Applications)

IGNOU

Digital Marketing Course

Institute : IElevate

LANGUAGES

English

Hindi

PROFILE

Results-driven PPC Executive with 1.5 years of experience in managing and optimizing PPC campaigns to drive business growth. Skilled in Google Ads, keyword research, ad copywriting, bid management, and performance analysis. Adept at creating data-driven strategies to enhance campaign effectiveness and achieve business goals.

WORK EXPERIENCE

Company : Invincible Digital Private Limited

Role : PPC Executive

- Managed Google Ads campaigns across multiple platforms, ensuring optimized ad performance and cost efficiency.
- Conducted keyword research and implemented data-driven bidding strategies to maximize CTR and conversions.
- Created and optimized ad copies, landing pages, and extensions to improve Quality Score and Ad Rank.
- Monitored campaign performance metrics using Google Ads reports to identify areas of improvement.
- Implemented remarketing campaigns and audience targeting strategies to enhance engagement and conversions.
- Performed A/B testing on ads and landing pages
- Conversion Tracking using GTM.

DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.