



SAMIKSHA SHARMA

DIGITAL MARKETING EXECUTIVE – META ADS & GOOGLE ADS SPECIALIST

Experienced **Digital Marketing Executive** with **4+ years in Meta Ads (Facebook/Instagram) and Google Ads (PPC, SEM)**. Skilled in campaign management, optimization, and A/B testing to drive ROI, lead generation, and brand visibility. Proven success with **international clients**, delivering measurable results and optimizing performance.

Professional Experience

Digital Marketing Executive

V2 Infotech | 02/2024 - Present

- Managed and optimized **Google Ads (PPC)** campaigns for **international clients**, enhancing **ROI** and driving high-quality traffic.
- Designed and executed **Meta Ads (Facebook/Instagram)** campaigns, improving **lead generation** and **brand awareness** for global brands.
- Conducted **A/B testing** on **ad creatives** and **landing pages** to optimize **conversion rates** for international markets.
- Utilized **Google Analytics**, **Google Ads**, and **SEMrush** to analyze campaign performance and adjust strategies for global outreach.
- Enhanced **search visibility** using **keyword research** and **campaign optimization**.

Digital Marketing Executive

Mify Solutions Pvt. Ltd. | 10/2022 - 01/2024

- Led **Google Ads** campaigns (Search, Display, Remarketing) for **domestic and international clients**, achieving a **15% increase in leads**.
- Managed **Meta Ads** campaigns for global brands, resulting in a **20% improvement in engagement** and **25% increase in conversions**.
- Optimized **landing pages** and **ad copy** to improve **CPC** and **conversion rates**.
- Performed **market research** to target and optimize ads for specific international audiences.

SEO Executive

CETPA Infotech Pvt. Ltd. | 08/2020 - 10/2022

- Executed **Google Ads** campaigns for **SEO clients**, improving **CTR by 20%** and **conversion rates by 15%** through targeted strategies and continuous optimization.
- Developed and implemented **SEO strategies**, boosting **organic traffic by 30%** and enhancing **international SEO** for global reach.
- Led **on-page SEO**, **technical SEO**, and **keyword research**, increasing rankings by **25%** across multiple international markets.
- Conducted **A/B testing** for **Google Ads** and **Meta Ads** creatives and landing pages, optimizing campaigns and increasing conversion rates by **20%**.
- Designed and managed **Meta Ads** (Facebook/Instagram) campaigns, improving **lead generation by 40%** and **brand awareness by 35%** for global brands.
- Applied **technical SEO** techniques such as **schema markup** and **mobile optimization**, improving site performance by **40%**.
- Managed **guest blogging** and outreach, securing backlinks that boosted **domain authority by 18%** and enhanced SEO rankings.
- Analyzed and optimized performance using **Google Analytics**, **SEMrush**, and **Google Ads**, driving **15% improved ROI** across paid and organic channels.

Contact Information

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Location: Noida

Core Competencies

- Meta Ads (Facebook/Instagram Ads)
- Google Ads Campaign Management (PPC, SEM, Search, Display, Remarketing)
- Campaign Optimization
- A/B Testing
- Keyword Research & Targeting
- Landing Page Optimization
- Ad Copywriting & Creative Optimization
- Audience Segmentation & Targeting
- Conversion Rate Optimization (CRO)
- Google Analytics & SEMrush
- Ad Performance Reporting
- Bid Management & Budget Allocation
- Paid Social Media Advertising
- Content Management Systems (CMS)

Education

MA in Journalism & Mass

Communication

Galgotias University | 2021 – 2022

BSc in Biotechnology

Invertis University | 2016 – 2019

Digital Marketing Certification

SWAYAM NPTEL (Govt. of India)

Certifications

- Google Ads Certification
- Digital Marketing Certification
- Google Analytics Certification
- Canva Certification

Technical Skills

- Google Ads (Search, Display, Video, Shopping, Remarketing)
 - Meta Ads (Facebook/Instagram)
 - Google Analytics & Google Ads Editor
 - SEMrush, Ahrefs
 - A/B Testing Tools (Google Optimize, facebook ads)
 - Microsoft Excel, Google Sheets
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Interests

- Influencer Marketing & Ads Strategies
 - Creative Content & Video Ads Production
 - Blogging & Reels Making
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Languages

- English
- Hindi

Achievements

Google Ads Achievements

- Increased **leads by 25%** through effective **Google Ads** campaigns.
- Reduced **cost-per-conversion** by **12%** through strategic bid management.
- Achieved **50+ leads in the first month** of a **Google Ads product launch**.

Meta Ads Achievements

- Generated **1,500+ leads** in 3 months through targeted Meta Ads campaigns.
- Improved **Instagram engagement by 20%** with creative Meta Ads strategies.
- Reduced **CPC by 15%** while maintaining conversion rates.
- Increased **followers from 2,000 to 20,000** through engaging content and optimized ads.
- Boosted **organic reach from 600 to 30,000** through targeted ad strategies.

SEO Achievements

- Reduced **spam score by 58%**, bringing it down to just **2%**.
- Increased **DA** from **9 to 15** and **PA** from **10 to 16** in just 8 months through on-page SEO optimization.