
Gunjan Vashisth

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Summary

Looking for a challenging opportunity in an organization providing good working environment with suitable opportunity for professional development where I can be the key team member / leader, making meaningful contribution in the growth and success of organization by delivering results, using my skills.

Experience

Genera Online Pvt. Ltd - Amazon PPC Expert

09/2023 - 03/2024

- Manage Amazon PPC campaigns, including Sponsored Products, Sponsored Brands, and Sponsored Display ads to meet targeted marketing goals and performance metrics.
- Find top-performing keywords to boost ad effectiveness and visibility.
- Monitor campaign performance metrics such as impressions, clicks, conversions, CPC & CTR etc. Adjust bidding strategies and budget allocation to maximize ROI while maintaining target KPIs.
- Optimize campaigns by adjusting keywords, bids, and ad content to improve performance and achieve better results.
- Analyze competitors' advertising strategies to identify opportunities and stay ahead in the marketplace.

Subyarth Craft Pvt. Ltd. - Ecommerce Executive

02/2022 - 09/2023

- Explore market trends and customer preferences to discover products with high demand and potential in US, CA, AUS, UK and other european country.
- Create product listings with catchy titles, descriptions and high- quality images to grab attention and boost sales.
- Create brand stories that connect with our target audience, building loyalty and a strong connection to our brand.
- Worked on storefront, ensuring it is visually appealing, user-friendly, and optimized for conversion, providing customers with a smooth shopping experience.
- Monitor our inventory levels, making sure we always have enough

Skills & Tools

- Competitor Analysis
- Campaign optimization
- Keyword Research
- Performance Analysis
- SEO Strategies
- Decision-Making
- Teamwork and Collaboration
- Advertising Strategy
- MS Excel, Word
- Helium 10, Jungle Scout & Data Dive

Education and Training

College of Internet Marketing

Laxmi Nagar

Digital Marketing Course

Apeejay Institute of Mass Communication, New Delhi

Delhi

PG Diploma in Digital Media & Online Journalism

MCM DAV College Kangra in 2017.

Kangra

Bachelor of Science: Bachelor in B.Sc (Chemistry Honour)

Government Senior Secondary School Majheen in 2014

12th

Government Senior Secondary School Majheen in 2012

10th

stock to meet demand without overstocking & make and send shipments on time.

- Create and manage advertising campaigns to promote our products and attract more customers to our store.

7wings to fly - Ecommerce Executive

01/2021 - 02/2022

- Manage product listings, including writing descriptions, uploading images, and setting prices on Amazon, Flipkart, Meesho and Shopee etc.
- Monitor product performance and make adjustments as necessary to maximize sales.
- Create Coupon, deals, Promotions, Safty Claim, Automatic pricing, Category Approval, Brand approval, Brand registry etc.
- Review competitors and keep track of new products and their pricing. Monitor daily sales, Inventory and generate report. Monitor order status and track shipments to ensure on-time delivery.
- I create and manage ads to attract more customers to our store and increase sales.
- Handle customer inquiries, complaints, and feedback. Work to resolve customer issues to maintain high levels of customer satisfaction.

Lead India Law Associates - SEO & SMO Executive

04/2020 - 12/2020

- Researched keywords and created keyword-rich meta tags for SEO purposes.
- Performed competitive analysis of websites in the same industry.
- Monitored changes in Google algorithms and adjusted SEO tactics accordingly.
- Managed multiple accounts on various social media platforms, including Facebook, Twitter, Instagram, YouTube.
- Analyzed user behavior data from analytics tools like Google Analytics and Webmaster Tools.
- Conducted link building activities to boost organic search results.

India News National News - Intern at Editing & OutputDesk

11/2019 - 01/2020

Personal Information: -

- Father's Name - Desh Raj Sharma
- Date of Birth - 25-01-1997
- Marital Status - Unmarried
- Languages - Hindi/ English

I hereby declare that the above information provided by me is true to my knowledge.