NISHA

Performance Marketing Paid

8076243616

nishavashistha9@gmail.com

955, Sector-7-C, Faridabad, 121006

SUMMARY

Proven ability to drive measurable results for clients through performance marketing strategies. Over 2.5 years of experience utilizing paid advertising (Google Ads, Meta Ads) and data-driven approaches to increase brand awareness, website traffic, and conversions..

EDUCATION

Indira Gandhi National Open University
Master's Of Commerce
2022

Kalandi College Delhi University
Bachelor Of Commerce
2019

CERTIFICATIONS

- Advance Digital Marketing Certification from Digiperform.
- PPC Certification by Simplilearn.
- Google Digital Marketing Certification.

SKILLS

- Google Ads Campaign
- Social Media Campaign
- Email Marketing Campaign
- Campaign Strategy
- Report Generation
- Bidding Optimization
- Ad Copy Writing
- Video Creation

PROFESSIONAL EXPERIENCE

Paid Media Specialist
Zen Webnet | Oct 2023 - Present

- Develop and manage paid advertising campaigns across various platforms (Google Ads, Facebook Ads, etc.)
- Analyze data and optimize campaigns for better performance
- Manage budgets and ensure return on investment (ROI)
- Conduct research to target the right audience
- Create compelling ad copy
- Report on campaign performance to clients
- Developed and executed data-driven marketing plans and strategies to achieve client objectives

Social Media Executive
Netcare | June 2021 - September 2023

- Designing on Canva
- Writing captions for the posts
- Posting on all social media platforms
- Handling social media platforms: Instagram, Facebook and Linkedin
- Research on ongoing social media trends
- Video creation
- Social media calendar and content strategy
- Developed and delivered impactful monthly social media reports, tracking performance
- Email Marketing and mailer designing on tools like Mail Chimp, Sender and Mailer lite
- Develop and manage paid advertising campaigns across various platforms
- Conduct in-depth audience research and targeting to reach the right users
- Create compelling ad copy and creatives that resonate with target audiences
- Optimize campaigns for performance based on data analysis