

Ashutosh Saini

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Skills

- Content creation
- Social media strategy
- Data driven decision
- Data analysis
- Meta Ads
- Google Ads
- Pixel implementation
- Commerce management
- Google Tag Manager

Tools Used

- Tableau
- PowerBI
- Big Query
- Hootsuite
- Meltwater
- Google analytics
- Looker studio
- Microsoft Clarity
- Adobe Marketo

Education

- MBA, Marketing & Finance

University of Rajasthan
Jaipur, August 2017- January 2020

- B- Tech, Mechanical Engineering

Rajasthan Technical University
Jaipur, July 2012- July 2016

Licenses & certifications

- Adobe Marketo Engage Foundations
- Pinterest Certified Media Buyer
- Advanced Facebook Advertising
- Advertising on Facebook
- Google Tag Manager
- Prepare Data for Exploration
- BOI Recognized Creator
- Search Ads 360 Certification Exam

PROFESSIONAL SUMMARY

Digital marketer with 3+ years of experience in social media planning, campaign execution, and digital strategy. Proficient in Google Ads, email marketing, and SEO, with a track record of driving brand growth and achieving measurable results. A results-oriented professional with a deep understanding of market trends and a commitment to delivering impactful, data-driven marketing solutions.

WORK HISTORY

GemsNY / Paid Media Executive

Jaipur, India - 06/2023-Present

- Managed end-to-end social media campaigns from ideation to execution across platforms like Facebook, Instagram, Pinterest and Tik Tok.
- Achieved a **Return on Ad Spend (ROAS) of 10**, driving significant sales growth through targeted social media advertising.
- Tracked and analyzed campaign performance, delivering insights to optimize future strategies and maximize ROI.

Kadam Technologies / Social Media Executive

March 2022 - June 2023, Jaipur

- Managed social media branding and content strategies for a portfolio of 16 clients, including international clients.
- Led **content curation, post ideation, and execution**, working across platforms like Facebook, Instagram, and LinkedIn to drive client success.
- Demonstrated **team management** skills by coordinating cross-functional efforts between clients, designers, and internal stakeholders to ensure seamless execution of campaigns.

SymphonyInfotech / Digital Marketing Executive

January 2021 -February 2022, Jaipur

- Managed social media and website branding for 10 clients, driving organic and paid campaigns to achieve brand awareness and sales growth.
- Delivered consistent results in **improving brand visibility, audience engagement, and conversion rates** through data-driven content strategies and client handling.
- Utilized **performance analysis** and feedback loops to optimize both organic and paid social media strategies.