



KRITIKA SHARMA

Senior Executive- Digital Media

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Delhi-110085

<https://tinyurl.com/3bwm6nu>

Strengths

- Creative
- Dedicated
- Patient
- Optimistic
- Excellent Communication Skills
- Basic Knowledge of Canva & Adobe Premiere Pro

Computer Literacy

- Google Keyword Planner
- Google Analytics
- MS Word
- MS Excel

Language

- English
- Hindi

About Me

Results-driven digital marketer with 3+ years of experience in optimizing SEO strategies, managing PPC campaigns, and driving growth through Google Ads. Skilled at leveraging data-driven insights to increase ROI, improve ad performance, and enhance search engine visibility for diverse clients.

Experience

Agarwal Packers and Movers Ltd.
Delhi

July 22-Till Present

- Assisted in setting up, monitoring, and optimizing Google Ads campaigns, including keyword research, audience targeting, and bid management.
- Tracked key performance metrics (CTR, CPC, ROAS) to ensure campaigns aligned with budget and achieved desired outcomes.
- Supported SEO initiatives by conducting keyword research and implementing on-page & off-page optimization techniques, including meta tag updates and header structure.
- Monitored site performance using Google Analytics and Search Console, assisting in regular reporting and insights gathering for content strategy.
- Conducted competitor analysis and tracked rankings to identify improvement opportunities and support broader SEO goals.

Edgexo Technology Private Limited
Delhi

Jan 2021-Oct 2021

- Created and optimized diverse content, including social media posts, website content, landing pages, internal communication mailers, and brochures, to engage target audiences and align with brand messaging.
- Collaborated closely with designers and creative teams, providing clear briefs to ensure alignment with campaign goals and maintain consistency across visual and written assets.
- Developed and executed monthly social media calendars and mainstream campaigns, increasing engagement and brand visibility across platforms.

Education

Pursuing Masters in Zoology
IGNOU, Delhi

2024

Bachelor of Education in Science
Maharshi Dayanand University, Rohtak

2021-2023

Bachelor of Science- Forensic Science
Amity University, Noida

2017-2020

10+2 Medical (with Maths)
Titiksha Public School, Delhi

2016

10th
Titiksha Public School, Delhi

2014

Details

Mother's Name
Date of Birth
Nationality
Marital Status

Neelam Sharma
24.03.1999
Indian
Single