

PRINCI JAIN

9557091008 | princijain366@gmail.com | Meerut

Passionate Digital Marketer with 2 years of experience in Digital Marketing. Adept at creating and implementing client-centred, successful campaigns, aimed at improving brand awareness and engagement.

EDUCATION

| | |
|--------------------------------|-----------|
| Meerut College, Meerut | 2020-2022 |
| Mater of Commerce (Marketing) | |
| Bachelor of Commerce | 2017-2020 |
| Rishabh Academy, Meerut | |
| Higher secondary Education | 2016-2017 |

WORK EXPERIENCE

Associate Executive- Digital Marketer at Six Sails Technologies June 2022-Present

- Creating and managing campaigns across platforms such as Facebook Ads, Google Ads, BASIS, Ground Truth etc,
- Collaborating with team members in all project executions.
- Monitoring performance & various KPI's CPM, CTR, CPC etc. to obtain best results.
- Conducting tests to optimize keywords on a regular basis.
- Handling Brand awareness campaigns, traffic, lead generation and remarketing campaigns.
- Provide recommendations for improving campaigns performance.

SKILLS

Platforms: Google Ads, Meta Ads manager, BASIS, Ground truth, Blogspot

Tools: SEMrush, Canva, Uber suggest

Languages: English, Hindi

Soft skills: Coordination, Time management, Teamwork, Adaptability

CERTIFICATIONS

- Google Ads Display
- Google Ads Video
- Digital Advertising
- Social Media Marketing
- Advance Excel