

Ravinder Ahuja

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Delhi, India

Summary

Digital Marketing Specialist with 1 year of experience in managing successful Google AdWords campaigns and Social media optimization. Adept at keyword research, ad copy creation, and data-driven analysis to optimize campaign performance. Skilled in using Google Analytics and Google Search Console to monitor and improve campaign performance. Strong background in social media optimization and content creation for diverse platforms.

Skills

Customer service, Digital marketing, Google AdWords, Data Analysis, Critical thinking

Education

Bachelor's of Business Administration [Digital Marketing]

J.C. Bose YMCA University • Faridabad, HR

06/2023

- Attained 1st position in quiz competitions
- Consistently achieved top scores in debate competition
- Appointed as Class representative for the Year 2020-2021

Commerce

DAV Centenary Public school • Jakhhal, Haryana

05/2020

- Scored 85.5 CGPA
- Received consistent appreciation for my exceptional presentation skills.

Experience

Customer Service Representative

WIPRO HR SERVICES INDIA PVT LTD • Gurgaon, India

08/2023 - Present

- 1. Customer Interaction and Support:** Responded to customer inquiries and issues via phone, email, and chat in a timely and professional manner.
- 2. Product and Service Knowledge:** Demonstrated expertise in company products and services to effectively assist customers.
- 3. Documentation and Reporting:** Maintained accurate records of customer interactions and transactions using CRM software.
- 4. Team Collaboration:** Collaborated with cross-functional teams to resolve customer issues and improve service delivery.
- 5. Process Improvement:** Identified opportunities for process improvements to streamline operations and enhance customer experience.
- 6. Compliance and Quality Assurance:** Adhered to company policies and procedures while handling customer interactions.

Digital marketing executive

STS Digital Solutions • Faridabad, Haryana

06/2022 - 06/2023

Campaign Management: Assisted in creating and managing digital marketing campaigns across various platforms

including Google AdWords, Facebook Ads, and Instagram Ads. Conducted keyword research and developed ad copy to optimize campaign performance.

Performance Analysis: Analyzed campaign performance using Google Analytics and other tools to track key metrics such as CTR, conversion rates, and ROI. Generated detailed reports on campaign performance and presented findings to senior management.

SEO/SEM: Assisted in the development and implementation of SEO strategies to improve organic search rankings and drive website traffic. Conducted on-page and off-page SEO activities including backlink building, content optimization, and keyword analysis.

Content Creation: Collaborated with the content team to create engaging and relevant content for social media platforms, blogs, and websites. Managed social media accounts, creating and scheduling posts to maintain a consistent online presence.

Client Interaction: Worked closely with clients to understand their marketing needs and provided tailored digital marketing solutions. Participated in client meetings to present campaign strategies and performance reports.

Projects

Project 1: Social Media optimization

- Learned the intricacies of how various social media channels operate.
- Ran live ad campaigns across multiple social media platforms, including Facebook, Instagram, and LinkedIn.
- Gained hands-on experience in audience targeting, ad creation, and performance analysis.
- Improved engagement rates and click-through rates through strategic ad placement and content optimization.

Project 2: Google Ads Campaign Management

- Learned about the functioning of Google Ads and other Google advertising platforms such as Google Analytics and Google Search Console.
 - Collaborated with team members to run live ad campaigns on Google Ads, focusing on keyword research, ad copywriting, and bidding strategies.
 - Monitored and analyzed campaign performance using Google Analytics, providing insights and recommendations for optimization.
 - Improved campaign ROI through data-driven decision making and continuous performance monitoring.
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Certificates

Data analysis , Digital marketing , Google Ads Search Certification, Google Ads Display Certification

Awards

Illuminate Award for outstanding performance, Wipro 2024, Placement coordinator, 2023, Class representative/Leader, 2020

Languages

English, Hindi, Punjabi

Interests

1. **Public Speaking and Debating:** Participating in debate clubs and public speaking events to enhance communication and persuasion skills.
2. **Data Science and Analytics:** Exploring new trends in data analysis and visualization through online courses and personal projects.
3. **Reading and Research:** Reading books and articles on business strategy, project management, and data analysis to stay informed about industry developments.

4. **Technology and Innovation:** Keeping up with the latest technology trends and innovations, including AI, machine learning, and data analytics.
 5. **Traveling:** Traveling to different cultures and environments to gain new perspectives and enhance problem-solving skills.
 6. **Mentoring and Coaching:** Volunteering as a mentor or coach to help others develop their skills and achieve their goal.
 7. **Cooking and Culinary Exploration:** Experimenting with new recipes and cooking techniques to develop creativity and attention to detail.
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Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

Ravinder ahuja

24/06/2024