

Namrata Sharma

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PROFESSIONAL EXPERIENCE

Executive-Performance Marketing, Adglobal 360 - Hakuhodo International Sep 2023 - Present

- Handling over 600+ campaigns across 250+ Hyperlocal accounts for Maruti Suzuki India Limited on Google Ads and Meta Ads, driving achievement of overarching objectives
- Managing a budget of about 45+ Lakhs per month on Google Ads and Meta Ads
- Preparing daily performance reports, focusing on KPIs to drive insights and decision-making
- End-to-end ownership of executing and continually improving the campaigns, ensuring optimal performance and exceeding client's KPIs
- Demonstrated expertise in Google Ads, Google Ads Editor and Facebook Ads by strategizing and executing various strategies to generate more leads with reduce CPL
- Conducted market research and competitor analysis for creating media plans and keyword research for MSIL
- Consistently generated 14000 - 16000 leads monthly, showcasing impactful results
- Acknowledged for generating high-quality leads, making substantial contributions to customer acquisition during the financial year 2023-24

Performance Marketing Intern, Growglee Jan 2023 - Sep 2023

- Managed Meta ads to drive lead generation and increase brand awareness for Vedanta's yoga classes
- Handled social media content creation and scheduling, boosting engagement and online presence
- Analyzed campaign performance and provide actionable insights for improvement

EDUCATION

Year	Degree	Institute	Percentage
2021 - 23	Bachelor of Education	Patiram Shivhare College, Bhind	82%
2018 - 21	Bachelor of Arts	Kamla Raja Girls Govt. College, Gwalior	71%
2017 - 18	12th Grade State Board	Govt. Padma Girls School, Gwalior	85%
2015 - 16	10th Grade State Board	The Radiant H. S. School, Gwalior	91%

CERTIFICATIONS

The Marketing Launchpad, Kraftshala, Online Jan 2023 - Sep 2023

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad Completed ~600 hours of training across 12 weeks (10 hours/day)
- Modules completed: Marketing basics, Facebook Ads, Google Search/ Display/ Youtube Ads, Amazon Ads
- Strategized an integrated campaign across FB and Google for Yatra with 2 crore as a budget to generate 2500 purchases of Thailand Super Saver package. The plan included selection of platforms, campaign objectives, buying type, targeting, budget split
- Completed Excel/ Google Sheets Training: operators, formulas, function, pivots, vlookups/ hlookups, data validation with Digital Marketing use cases for practice
- Collaborated with peers from different backgrounds for various projects, workshops and activities including human skills such as time management, listening etc.

Digital Marketing Strategy, Great Learning Academy, Online Jul 2023

- Developed comprehensive digital marketing strategies
- Perfected audience targeting and segmentation skills and adapted strategies to achieve business objectives

Google Skillshop Certification, Online Aug 2023

- Achieved Search, Shopping, Display, Videos and App certification by completing Skillshop modules

EXTRACURRICULARS

Group Member, National Level Group Singing Competition, Mumbai Nov 2014

- Participated in and won the State Level Group Singing Competition, advancing to Nationals by collaborating effectively with the team

OTHER INTERESTS

Cooking

- Experiment with new recipes and ingredient to create delicious meals for family and friends
- Finding cooking a creative and fulfilling outlet that allows for self-expression

Traveling

- Fostered curiosity and learning by exploring hidden gems and off-the-beaten-path destinations.