



Anuradha Gupta

Sr. Digital Marketing Executive

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An enthusiastic digital marketer with 1+ year of experience in the Digital Marketing. Involved in Facebook Ads, Google Ads, SEO, SMO and SMM.

WORK EXPERIENCE

Sr. Ads Executive

Hover Business Services LLP

05/2023 - Present

Achievements/Tasks

- Create effective digital advertising strategies across Facebook & Google Ads platforms to drive conversion & manage team provide guidance
- Handling clients, talking to them and understanding their business requirements
- Conduct in-depth audience research.
- Create attractive ad creatives, including copywriting and visual elements.
- Implement advanced targeting such as retargeting, lookalike audiences, & custom audience creation
- Monitor and analyze key performance metrics such as CTR, CPC, CPA, and conversion rates.
- Manage advertising budgets effectively
- Stay updated on industry trends, platform updates
- Provide regular reports and insights

Digital Marketing Executive

Tech Plant

01/2022 - 05/2023

Achievements/Tasks

- Google ads, SMM, SMO, WordPress.

ADM Legal Services

INDUSIND BANK RECOVERY

2018 - 2020

EDUCATION

MBA(HR and Marketing)

IPEM Ghaziabad

2020 - 2022

BBA

SIKKIM MANIPAL UNIVERSITY

2014 - 2017

Intermediate

UP BOARD, SONEBHADRA

2013

High School

UP BOARD, SONBHADRA

2011

SKILLS

Social Media Marketing

Google Ads

Facebook Ads

Social Media Optimization

Canva

Google Analytics

Google Search Console

SEO

Competitor Analysis

Keyword Research

Semrush

ACHIEVEMENTS

Successfully managed 2 Lakh budget monthly and Achieve target ROI

CERTIFICATES

Master in Digital Marketing (Delhi Institute of Digital Marketing)

LANGUAGES

Hindi

Full Professional Proficiency

English

Professional Working Proficiency

INTERESTS

Badminton

Advertising

listening music

Read Article

Problems Solving