

# Anyush Garg

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## SUMMARY

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. A hardworking and passionate job seeker with strong organizational skills eager to secure a junior or mid-level Performance Marketer position. Ready to help the team achieve company goals.

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## EXPERIENCE

### Business Analyst

Dentsu

September 2023 – Present, Baner, Pune

- Successfully managed three accounts, Tata CLIQ Luxury, Tata CLIQ Palette & Tata CLIQ Lifestyle with monthly budgets of 1 crore each, ensuring efficient utilization and optimization of resources.
- Prepared, analyzed, and presented comprehensive performance reports to clients on a daily, weekly, and monthly basis, providing actionable insights for continuous improvement.
- Leveraged third-party analytics tools such as Adobe Analytics and Appsflyer for in-depth analysis, utilizing insights gained to enhance account conversions and overall knowledge.
- Maintained a consistently high-performing ROAS on a monthly basis, demonstrating a keen focus on achieving and surpassing key performance Indicators.
- Implemented strategic budget and bids optimizations to enhance revenue generation and achieve high-quality conversions contributing to overall account success.

### Associate Business Analyst

Dentsu

March 2023 – August 2023, Baner, Pune

- Acquired knowledge and basics of Performance Marketing, understanding its potential for E-commerce and diverse businesses.
- Developed a profound understanding and executed diverse Google Ads campaigns including Search, Display, Discovery, Shopping. App & App Re-marketing, Video, and Performance Max.
- Received guidance from top-quality performance marketing mentors, benefiting from their immense in-depth knowledge and expertise.
- Learned to navigate various tools crucial for campaign management, including Google Ads Editor and Adobe Analytics, demonstrating proficiency in their usage.

### Intern

MyCaptain

December 2020 – January 2021, Pune

- Completed the internship with excellence, surpassing sales targets by selling 125 single courses & 23 multi-courses packs.
- Demonstrated exceptional performance and dedication, earning the opportunity to become a campus ambassador for the organization within the college community.

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## EDUCATION

### Bachelor Of Computer Science & Engineering

SRM University Delhi-NCR, Sonipat · Sonipat, Haryana · 2023 · 8.8

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## CERTIFICATIONS

Google Search Ads

Google Digital Guru Module I & II

Google Display Certification

Google Discovery Ads

Google Shopping Ads

Google App Campaigns

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## SKILLS

Digital Marketing

Data Analysis

Keyword Researching

Google AdWords

Adobe Analytics

Content Writing

Budget Optimizations

Campaign Structure & Planning

Campaign Executions & Optimizations