

Sahitya Kweera

(Performance Marketing)

Name:- Sahitya Kweera
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Summary

Highly motivated and results-oriented Performance Marketing with 2 years of experience in digital marketing and 1 year specifically focused on Pay-Per-Click (PPC) advertising. Proven ability to develop and execute data-driven PPC campaigns that drive significant traffic, conversions, and ROI across various platforms. Skilled in leveraging Google Ads, Google Shopping Ads, Meta Ads, LinkedIn Ads, and Taboola Ads to achieve client goals.

Professional Experience:

Tech2Globe Web Solutions (*October 2023 – Present*)

Performance Marketer

Key responsibilities:

- Managed and optimized Shopping ad campaigns for a diverse portfolio of e-commerce clients across various industries
- Utilized a data-driven approach to improve Return On Ad Spend (ROAS) by analyzing campaign performance, identifying areas for improvement, and implementing strategic adjustments.

Employed various strategies to enhance campaign performance, such as

- Optimizing product feeds with high-quality images, accurate descriptions, and relevant product attributes.
- Utilizing audience targeting features to reach qualified users with high purchase intent.
- Implementing bid adjustments for specific product categories, devices, and demographics.
- Regularly monitoring and adjusting budgets to maximize campaign efficiency

Tech2Globe Web Solutions (October 2022 – October 2023)

Digital Marketing Executive

Key responsibilities:

- Handling Whole Digital Marketing Work.
- Social Media Marketing.
- Advertising (Facebook Ads, Google Adwords)
- Email Marketing (Mailchimp)
- Handling T2G and client's Social media marketing
- Coordinated campaigns by working closely with graphic design and content copywriting, resulting in visually striking and compelling social media initiatives.
- I am handling T2G ORM for a positive online reputation.
- Good knowledge of SEO Tools such as Google Search Console, Google Analytics, Screaming Frog, SEMrush, etc.
- Work on T2G Inhouse SEO project.

ALL4U(AFU TECHNOLOGIES PVT, LMT) (April 2022 – October 2022)

Digital Marketing Intern

Key responsibilities:

- Handling Whole Digital Marketing Work.
- Social Media Marketing.
- Advertising (Facebook Ads, Google Adwords)
- WhatsApp Marketing (Interakt)
- Email Marketing (Mailchimp)
- I am handling an E-commerce Website(ALL4USTORE) as a product manager.
- App Promotion.
- Google Analytics: Analysis, monitoring, reporting.
- Google Firebase: Analysis, monitoring, reporting.

Education :

kumaun university, Nainital, Haldwani

2016 -2019: Bachelors of Science (B.sc) Mathematics, Physics, Chemistry.

Mnemonic convent school, Haldwani

2016: Science Student Mathematics, Physics, Chemistry

Skills :

Technical Skills

Analytics & Reporting, Bidding Strategies, Conversion Rate Optimization

Advanced-Data Analysis

Analytical Thinking, Problem-Solving

My Contact :

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