

# Shyam Gahlot, Digital Marketer

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## PROFILE

As a PPC specialist, I optimize paid campaigns for maximum ROI. I conduct tests, analyze data, and track website analytics to make data driven decisions. I manage PPC campaigns, adjusting keywords and bidding strategies. My goal is to achieve optimal results and continuously improve campaign performance.

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## EMPLOYMENT HISTORY

Sep 2022 — Sep 2024	Digital Marketing Analyst, Dotsquares	Jaipur
	<ul style="list-style-type: none"><li>• Research, plan, and manage your PPC campaigns to reach the right audience and deliver results that fit your budget and goals.</li><li>• Target perfect keywords to ensure your ads reach the right audience at the ideal time. Craft targeted ads across platforms and write compelling copy to reach your ideal audience.</li><li>• Continuously monitor campaign performance, analyze data, and identify areas for improvement. Conduct A/B testing and implement strategic adjustments to optimize your campaigns for maximum efficiency and effectiveness.</li><li>• Maintain transparent communication through regular reports detailing campaign performance metrics, insightful analyses, and actionable recommendations.</li><li>• Developed and implemented an SEO strategy that increased organic search traffic.</li></ul>	
Nov 2021 — Aug 2022	PPC Executive, Digital Omens	
	<ul style="list-style-type: none"><li>• Launching and optimizing PPC campaigns.</li><li>• Monitor budget and adjust bids to gain better ROI.</li><li>• Oversee accounts on search platforms accounts (Google Ads, Bing) Tracking KPIs and producing useful reports for management.</li><li>• Continually expand and optimize paid keyword discovery.</li><li>• Optimize copy and landing pages for paid search engine marketing campaigns.</li><li>• Keep abreast of PPC and SEM trends.</li></ul>	
Apr 2021 — Oct 2021	Digital Marketing Executive, V7even Infotech	
	<ul style="list-style-type: none"><li>• Write and post technical job descriptions.</li><li>• Source potential candidates on social platforms.</li><li>• Creating content for social media platforms that is engaging and matches the brand's target audience.</li><li>• Monitoring web traffic metrics and optimizing for them</li><li>• Establishing a strong digital presence for the firm</li><li>• Monitoring customer sentiment across social channels</li></ul>	
Feb 2021 — April 2021	Virtual Assistant Intern, V7even Infotech	

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## EDUCATION

2023	Master of Business Administration, JECRC University	Jaipur
2020	Bachelor of Computer Applications, University of Rajasthan	Jaipur

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## SKILLS

Google Ads	Google Tag Manager
Google Analytics	AB Testing
Bing Ads	Meta Ads
Digital Marketing	Keywords Research
Microsoft Excel	SEO (Off Page)
Lead Generation	Ad Copy Creation

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## LANGUAGES

English	Hindi
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