

# Tushar Tantwa

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## SUMMARY

Experienced digital marketer with 2 years of expertise in Social Media Marketing, Google Ads, and SEO. Skilled in creating data-driven campaigns, optimizing strategies for lead generation, and enhancing online visibility. Adept at managing end-to-end projects and delivering measurable results.

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## EXPERIENCE

### Google Ads Manager

Lead Gen Bros

November 2023 - Present, Lucknow

- As a Google Ads Manager at Lead Gen Bros, I optimize & strategize Google Ads campaigns to generate leads for clients.
- My role involves maximizing ROI through targeted advertising techniques.
- I design, execute, and manage campaigns for multiple clients, ensuring their goals are met effectively. I also maintain consistent communication, providing insights and updates on campaign performance and results.

### Digital Marketing Executive

Sigma Trade Wings

November 2022 - October 2023, Lucknow, Uttar Pradesh

- At Sigma Trade Wings, I managed and built client campaigns, creating tailored strategies to meet their objectives. I maintained clear communication with clients, aligning campaigns with their specific goals and expectations.

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## SKILLS

Google Ads: Analytical Skills, Google Ads Editor, Lead Generation, Keyword Research, Ad Creation, Optimize Landing Page, Campaign Management, Analytical Skills, Testing Ads.

Social Media Marketing: Meta Ads, Lead Generation, Campaign Design, Trend Analysis, Creative Thinking, Content Creation.

Search Engine Optimization: Keyword Research, Google Analytics, Google Tag Manager, Google Search Console, Link Building, Content SEO, Landing Page Optimization, On-Page SEO, Off-Page SEO, Content Optimization, WordPress,

Search Engine Marketing: Keyword Research, SEO, Content Marketing, Data Analytics & Reporting, Conversion Optimization, PPC.

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## CERTIFICATIONS

### Digital Marketing Certificate

Digiperform • 2022

- Specialization in Social Media Marketing, Online Advertising & Search Engine Optimization.

### Google Analytics

Google Skillshop • 2022

- Certificate of Google Analytics Level 1.

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## PROJECTS

### LaFictioner Website Built

LaFictioner • [lafictioner.com/](http://lafictioner.com/) • April 2020 - May 2021

- Created a WordPress website during a professional digital marketing course as a hands-on project to apply learned skills. Designed and customized the site for functionality and user experience while implementing SEO strategies to improve visibility. Tested campaigns to drive traffic and enhance engagement.

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## EDUCATION

### Bachelor of Commerce

National P.G College • Lucknow, Uttar Pradesh • 2022

### Inter High School

H.A.L School • Lucknow, Uttar Pradesh • 2019

### High School

H.A.L School • Lucknow, Uttar Pradesh • 2017

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