Divyansh Srivastava

Ad Operations - Data Management

+91-8423353036

· iamdivyanshsri@gmail.com ·

https://www.linkedin.com/in/divyansh-srivastava-88abb6167/

PROFILE

Detail-oriented professional with experience in data coordination, Google Ads affiliate marketing, and website management. Skilled in creating accurate reports, analyzing performance metrics, managing campains, managing website content, and fostering affiliate partnerships.

KEY COMPETENCIES

Website Management	Reporting and Analysis	Strong interpersonal skills
Affiliate Marketing	Technical Proficiency	Proactive and self-motivated
Google Ads	Search and Display ads	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Xapads Media PVT LTD   **Nov 2022 - Present**

Ad Operations - Data Management

- Established and maintained affiliate partnerships by contacting brands on marketplaces to expand the affiliate network.
- Managed website backend and SEO, ensuring seamless updates of coupon codes, banners, and homepage content to enhance user experience and drive engagement.
- Created , monitored and analyzed Search and Display campaign performance, generating detailed reports to assess cost vs. revenue metrics and identify optimization opportunities.
- Collaborated with publishers to launch and manage affiliate campaigns, driving increased visibility and conversions.
- Designed and updated website banners to align with promotional strategies and seasonal trends, ensuring an appealing visual presence.
- Conducted performance analyses to fine-tune strategies and maximize campaign profitability.

National Health Mission   **Apr 2020 - Sep 2022**

Data Assistant

- Compiled and prepared daily reports on vaccination performance, ensuring data accuracy and timely submission.
- Generated and issued vaccination certificates through the portal, adhering to established guidelines and protocols.

iEnergizer   **2017 - 2019**

Customer Support Executive

- Delivered exceptional technical support to international customers, resolving inquiries and troubleshooting issues efficiently.
- Assisted clients with Sprint products and services, ensuring a high level of satisfaction and adherence to quality standards.

EDUCATION & CERTIFICATIONS

Bachelor of Technology (B.Tech.)

Computer Science Engineering

Dr. APJ Abdul Kalam Technical University

Lucknow, 2017

Google Ads Display Certification

Issued Date : Dec 2024 - Expires : Dec 2025

Google Ads Search Certification

Issued Date : Dec 2024 - Expires : Dec 2025

PERSONAL DETAILS

DATE OF BIRTH

24 - Dec - 1996

LANGUAGES KNOWN

English , Hindi

ADDRESS

Noida, Uttar Pradesh