



About Me

I aspire to join a focused and motivated company that is dedicated to continuous improvement and embraces change. I seek to work in an environment that values and utilizes my talents, allowing me to demonstrate my value as an asset to the organization.



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123 Pratappura Bandikui Dausa Rajasthan

LANGUAGE

- English
- Hindi

PAWAN KUMAR SAIN

PPC & SEO Executive

EXPERIENCE

Digital Marketing Expert with 2.6 years of experience in SEO and PPC. Skilled in managing e-commerce and lead generation campaigns, delivering high-performing Google Ads campaigns, and achieving excellent conversions for businesses.

COMPANIES

**Shartra Technology Pvt. Ltd. Mansarovar
June 2022 To June 2023 SEO Executive**

**ServerPoet Tech Solution Pratap Nagar
August 2023 To March 2024 - PPC Executive & FB Ads**

**W3era Digital Marketing Agency Mansarovar Jaipur
March 2024 To Present - PPC Executive**

EDUCATION

**Rajasthan University
Bachelor of Arts in 2022**

**Saraswati Senior Secondary School
12th in 2017**

**Govt Senior Secondary School Pratappura
10th in 2015**

CERTIFICATIONS

- Wscube Tech ads Certificate
- Google Search Ad Certificate
- Simpli Learn FB Ads Certificate

PROJECTS

Google Ads Campaign for Mobile Tyre Fitter (UK): Achieved 50–60 daily calls with a budget of £500/day through optimized call-only ad strategies and geo-targeting.

Google Ads Campaign for Meerut Gym (India): Delivered 8–12 daily lead forms and 5–8 calls with a budget of ₹2,000/day using audience segmentation and persuasive ad copies.

Prime Healers Campaign (India): Generated 2–5 daily sales and 3–5 leads/calls with an ROI of 800%–1200%, leveraging dual e-commerce and service-based approaches.

TFI World Campaign (UAE): Secured 5–8 high-quality leads daily for the import/export business with a budget of AED 150/day by targeting niche B2B audiences.

Marine Battery Co. Campaign (Australia): Achieved 2–3 daily sales in Garmin Chartplotters & Fishfinders categories with a budget of AU\$80/day, delivering an ROI of 1200%–1500%.

The Musicians Planet Campaign (India): Generated 10–15 daily in-store visits with a budget of ₹1,000/day by implementing hyper-local targeting and promotional ads.

SKILLS

Digital Marketing Skills: Keyword Research, Campaign Setup & Optimization, Conversion Tracking Setup, Audience Creation & Tracking in GA4, Facebook Ads Management.

Analytics & Reporting: Google Analytics, SEO Audit Reports, Google Ad Accounts Audit Reports, Competitor Research.

Creative & Copywriting Skills: Ad Copywriting, Creative Suggestions, Landing Page Suggestions, Canva.

Technical Tools: ChatGPT Tool, Google Ads, Meta Business Suite, GA4.

Soft Skills: Client Communication.