

SHIVANI PACHAURI

Paid Media Specialist



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SKILLS

Meta Ads

Amazon Ads

Google Ads

Amazon Analytics

Amazon Pi

MS Office

Google Sheets

Listing Optimization

Amazon Seller Central

Online advertising

Campaign management

EDUCATION

M.A. Agra University

B.A. Agra University

B.Ed. Aligarh University

AWARDS

- **Employee of the Year 2023** for outstanding contribution in Amazon accounts.
- **Promoted to Senior Associate**
- **Bravo Award.**
- **Employee of the Year 2022**

SUMMARY

I am a results-driven Ecommerce specialist with 3.5 years of hands-on experience in performance marketing, campaign management, and e-commerce advertising. My expertise lies on Amazon, with a proven track record of developing and executing data-driven marketing strategies that drive online growth. I am skilled in leveraging advanced analytics, CRM systems, and innovative technologies to optimize campaigns, improve ROI, and achieve business objectives.

My passion for learning other platforms such as Meta ads, Google ads etc. fuels my dedication to crafting impactful, multi-platform advertising campaigns.

WORK EXPERIENCE

Senior Associate

Tech Mahindra | Jan 2021 – Present

Responsible for developing and implementing Amazon PPC campaigns for diverse brands and categories, leveraging Amazon's full suite of advertising solutions to ensure optimal engagement of sellers on Amazon Ads.

Achieved significant improvements in ROI, ad efficiency by **25%**, and client satisfaction through in-depth data analysis and collaboration with Account Managers.

Highlights:

- Execute and Manage Amazon PPC campaigns, listing creation, and brand page design, ensuring compelling product listings and effective marketing strategies to drive sales and increased brand visibility.
- Conduct detailed analysis and ongoing optimization of Amazon catalog, including managing and optimizing product listings, SEO, content updates, and image enhancements.
- Monitor Sales, Keywords, targeting and PPC metrics on a product specific basis.
- Analyze campaign performance against key metrics to identify, recommend, and implement optimizations to increase efficiency, drive high renewal rate and meet advertisers KPIs.
- Keep regular track of defect metrics (like high ACoS) and ensure a timely nudge to advertiser for course-correction.
- Track & Own the Ad Revenue goals shared for the bucket/set of advertisers.
- Prepare Business reviews regarding progress and roadblocks to increase advertising efficiency.