Shivani Sharma

Email- tan14347@yahoo.com

Mobile: 7006376538

**CAREER OBJECTIVE**

To work in an effective and efficient manner so that organization can achieve their goals.

 **ORGANIZATIONAL EXPERIENCE**

|  |  |  |
| --- | --- | --- |
| **Organization** | **Designation** | **Duration** |
| Sebiz InfoTech /Netsmartz LLc | Senior PPC Expert | April 2017 – April 2020 |

**Core Qualifications**

I am a Google Adwords Certified Professional and having extensive 3 Year’s experience in Google Analytics and Google Search Console. I have Expertise setting up and managing PPC campaigns on Google, Yahoo, Bing, Facebook Ads LinkedIn Ads, Slack,. Trello and several other social platforms and responsible for tasks such as keyword research, ad grouping, writing ad copy, making recommendations on landing pages, PPC Campaign Setup, Maintenance & Monitoring .

* I handled projects for long times
* Extensive experience in ad campaign development
* Strong expertise in MS PowerPoint Excel and Word
* Superior grasp of Google analytics Facebook advertising, Linkedin advertising and search media campaigns
* Outstanding project spending pattern forecast ability
* Exceptional skills in social media advertising
* Good skills in providing PPC campaign strategies and recommendations
* High website metric analytical abilities

**AdWords campaign setup and monthly strategy includes below activities:**

- Initial analysis including competitors and keywords

- Conversion elements like Phone Number, Quick Contact Form and Chat on the landing URLs

- Google Ads Conversion Tracking

- Synchronization of Google AdWords with Google Analytics

- Country Specific Campaigns for Google Ads

- Specific campaigns/ Ad groups for specific services

- Google Search Campaigns

- Google Display Campaigns

- Google Remarketing Campaigns

- Google Call Only Campaigns

- Bid & Budget Management with the objective of increasing conversions and decreasing cost per conversion

- Google Call Only Campaigns

- Google AdWords campaigns traffic quality control using Negative Keywords, Intelligent keyword selection

- Relevant ad copies with 2- 3 ad copies per ad group as well as Image/Banner ads where required.

- Campaign optimization with the objective of maximizing lead generation at least possible cost per lead

**Professional Summary**

Focused and resourceful PPC Expert with a strong record of client satisfaction and successful project completion. Thorough knowledge base and practical skill in effective PPC techniques and strategies. Able to function well as an independent worker or as part of a professional computer systems management team. I am well versed in (SEM) paid search PPC advertising & Shopping Engines

Responsibilities:

* Facilitated campaign adjustments in coordination with team members.
* Work on large number ppc of campaigns
* Manage medium to large scale- PPC budgets ($100 to $10000) Month.
* Tested Google Ad words for highest quality score.
* Design & run daily, weekly & monthly reports to help track key performance matrics
* Manage the strategy & setup all paid campaigns
* Implement PPC strategies for clients.
* Generating leads & Sales using facebook ads
*  Work with the PPC Manager to ensure all paid search activity falls in line with the larger search marketing and digital marketing strategy.
 Keep up to date with the latest industry trends.
Work with content team to ensure landing pages are effectively optimized for all ppc campaigns to ensure maximum ROI and conversion is possible Designed and executed PPC campaigns on a variety of networks.
* In past campaign Achieved quality score of 7 to 10, achieved good conversion rate in display network,& search network.
 Perform keyword research and manage all bid management for clients.
Performed projects and prepared project reports for submission to management.
* Performed budget estimates for maximum project return maintenance.
* Performed keyword research on a regular basis.

**ACADEMIC Qualification**

Bachelor’ Degree in Computer Applications

Master’s Degree in Computer Applications

6Months Industrial Training in Android

 **SOFTWARE/TECHNICAL COMPETENCIES**

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| --- | --- | --- |
| Operating System | : |  Windows xp, window 7,window 8.1, Window 10 |
| Technical Skills | : | Java Core, JSP, JSON, J2EE, Android, Apks |
| Text Editors | : | Notepad, Microsoft office ( word, powerpoint and excel) |
| Internet | : |  SEM |

* Creative person.
* Have Positive attitude.
* I like to try and learn new things.
* Strong motivational and leadership skills.
* Excellent communication skills.
* Ability to work as individual as well as in group.

 **HOBBIES/INTERESTS**

* Listening to Music.
* Cooking

 **PERSONAL DETAILS**

* Name : Shivani Sharma
* Marital Status  **:** Single
* Nationality  **:** Indian

 **DECLARATION**

*I do hereby declare that the above information is true to the best of my knowledge****.***

**\_\_\_\_\_\_\_\_\_\_\_\_***(Signature)*

**Date :** **Place:** Chandigarh **( Shivani Sharma** )