**ARCHNA SINGH**

Email Id- [archnas973@gmail.com](mailto:archnas973@gmail.com)  
Contact- 08196857540

**Objective:**

I aspire to join where I can contribute to the success delivery and growth of the organization along with the self growth.

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**Experience**

Worked as PPC (Pay Per Click) Analyst For 8 Months In Imark Infotech Chandigarh.

**Responsibilities:**

* Handled around 9 Project at a time.
* Campaign Setup.
* Keyword research.
* Website Analyzing.
* Made effective Ad copies and optimize through A/B testing.
* Ability to interpret and analyze large amounts of complex data from multiple sources to get insights and making informed decisions to improve the performance of campaign.
* Bid management and optimization.
* Worked on Google Ad words and understanding Google analytics.

**EDUCATIONAL QUALIFICATION**

* MCA from Panjab University with 66.7% in 2016.
* BCA from Panjab University with 70% in 2013.
* XII from GGMSSS ,CBSE Board with 72% in 2010.
* X from Sapient Public School ,CBSE Board with 66.7% in 2008.

EXTRA CURRICULAR ACTIVITIES

* Participation in Sports Meet 2015 held at PUSSGRC, Hoshiarpur, Punjab.
* Participated in Science Olympiad Foundation held on 31st January 2008.

##### ATTRIBUTES / STRENGTHS

* Excellent communication skills and ability to work with people of diverse backgrounds.
* Adaptable Nature.
* Ability to rapidly build relationships and setup trust.

##### PERSONAL DETAILS

**Father’s Name** Surinder Singh

**Mother’s Name** Bhanumati Singh

**Gender** Female

**Nationality** Indian

**Linguistic Proficiency** English, Hindi and Panjabi.

**Permanent Address**  H.No-1547 Saini Vihar Phase-3, Baltana, Zirakpur, SAS Nagar

Mohali-140604.

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**DECLARATION**

I hereby declare that the information furnished above is correct to the best of my knowledge and belief and I look forward to hear from you if my profile matches your requirement.

THANKS AND REGARDS

ARCHNA SINGH

PLACE: PUNJAB