

PAVNEET KAUR

SR. PAID MARKETER

EXPERIENCE

NETSTERZ INFOTECH PVT. LTD.

Jul, 2017 - Aug, 2018

PPC Executive

- Website Analysis
- Keyword Research
- Creation of Conversion Codes
- Copywriting
- Campaign Creation
- Analyzes, optimize, and applies statistical info of search and Facebook campaigns.
- Graphical weekly and monthly reporting
- Helped organize market research

ADRENO TECHNOLOGIES PVT. LTD.

Sep. 2018 - May, 2019

PPC Executive

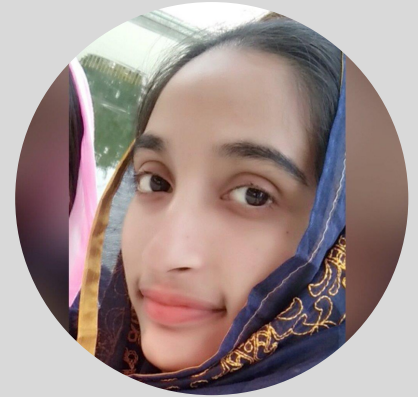
- Website Analysis
- Keyword Research
- Creation and implementation of Conversion Codes
- Copywriting
- Campaign Creation
- Analyzes, optimize, and applies statistical info of search and Facebook campaigns.
- Graphical weekly and monthly reporting
- Helped organize market research

Annexal

Jun. 2019 - Present

Sr. Paid Marketer

- Website Analysis
- Keyword Research.
- Ads Account Setup & Optimization
- Analyzes, optimize, and applies statistical info of search and Facebook campaigns.
- Email Marketing
- Content Writing
- Banner Creation
- Graphical weekly and monthly reporting
- Helping organize market research



CONTACT

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EDUCATION

Aug, 2013 - Jun, 2017

Punjab Technical University
B.Tech in Computer Science

SKILLSET

- Google Ads
- Google Analytics
- Google Tag Manager
- Facebook Ads
- Instagram Ads
- Bing Ads
- LinkedIn Ads
- Google Ads Editor
- Graphic Designing
- Email Marketing
- Sales Funnel
- Content Creation
- Ecommerce Marketing
- Display Advertising
- Affiliate Marketing