

JASIKA CHANDEL



Contact

Delhi

7428962086

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com

Skills

- Paid Advertising Expertise
- Content Creation
- Social Media Management
- Digital and social media marketing

Education

Gyaan Vigyaan

Digital Marketing
2024

Indira Gandhi National

Open University

BA Pol Science (Pursuing)

National Institute of

Open Schooling

12th

2022

Satbhrawan Arya Girls

Senior Secondary School

10th

2020

Summary

Proficient Digital Marketer with a strong focus on managing and optimizing paid advertising campaigns, including Meta Ads and Google Ads, to drive measurable results. Experienced in content creation, social media management, and crafting innovative strategies to boost engagement and brand visibility. Skilled in lead generation and website optimization to enhance conversions. Dedicated to leveraging analytics and performance insights to achieve marketing objectives and maximize ROI.

Experience

Digital Marketer

ESF Securitas | Delhi | Jun 2024 - Nov 2024

- **Plan and execute paid advertising campaigns** on platforms like Meta Ads, Google Ads, and more to achieve business goals
- **Create engaging content** for social media, email campaigns, and other digital channels to drive audience engagement
- **Monitor and analyze campaign performance**, leveraging data insights to optimize strategies and maximize ROI
- **Collaborate with cross-functional teams** to align digital marketing efforts with overall brand objectives
- Led the **development of creative assets** for digital platforms, including videos, images, and infographics to support marketing campaigns.

Accomplishments

- Ad Campaign Optimization, Increased ad campaign ROI by 30% through optimized Meta and Google Ads strategies.
- Social Media Growth, Boosted social media engagement by 25% with creative content campaigns.