

# Ankush Jha

Digital Marketing Strategist | Gurgaon, India

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## PROFILE

Results-driven Digital Marketing Specialist with hands-on experience managing Google Ads campaigns and client solutions for global advertisers. Skilled in campaign strategy, optimization, and reporting with a strong focus on driving measurable growth and client satisfaction. Adept at cross-functional collaboration, problem-solving, and developing scalable frameworks to support long-term business outcomes. Seeking to contribute as a Digital Marketing Strategist by delivering trusted advisory, performance insights, and innovation in digital advertising.

## CORE SKILLS

- Google Ads Campaign Management (Search, Display, Shopping, Video)
- Client Solutions & Stakeholder Management
- Campaign Optimization & Smart Bidding Strategies
- Reporting & Dashboarding (Google Analytics, Excel)
- Cross-functional Collaboration
- Project Execution & Workflow Management
- Conversion Tracking (GTM, GA4)
- A/B Testing & Performance Analysis

## PROFESSIONAL EXPERIENCE

### Digital Marketing Specialist

WNS Global (Google Ads Project) | Gurgaon | Aug 2024 – Present

- Managed 50+ Google Ads accounts across e-commerce, SaaS, and services, aligning campaigns with client goals.
- Improved client ROAS by 30%+ through keyword expansion, bidding strategies, and ad copy optimization.
- Designed reporting frameworks using Google Analytics and Excel, providing actionable performance insights.
- Collaborated with internal teams to resolve policy, product, and technical issues, ensuring smooth advertiser experience.
- Delivered proactive campaign optimizations and strategic recommendations, achieving 95%+ client satisfaction.
- Supported multi-quarter projects by streamlining workflows and contributing to scalable solutions.

### Associate – Google Ads

Wipro Technologies Ltd | Pune | Sep 2023 – Jun 2024

- Guided advertisers in optimizing campaigns, driving higher reach and ROI across verticals.
- Advised on bidding strategies, keyword targeting, and ad creative for improved performance.
- Analyzed campaign health using Ads dashboards and internal tools; recommended data-backed improvements.
- Partnered with cross-functional teams to troubleshoot technical and policy-related challenges.
- Conducted client education sessions on Google Ads best practices, contributing to long-term advertiser growth.

### Programmer Analyst Intern and Trainee

Cognizant | Pune | Jan 2022 – Jun 2023

- Investigated financial transactions and resolved disputed cases while maintaining compliance standards.
- Collaborated with stakeholders to streamline reporting and documentation processes.
- Developed problem-solving and client communication skills transferable to digital strategy roles.

## EDUCATION

Bachelor of Engineering (Computer Science)

G.H. Rasoni College of Engineering, Nagpur | 2022

## CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Display Certification
- Google Analytics Certification
- Excel Certification – JPMorgan Chase & Co.
- PwC Power BI in Data Analytics Virtual Case
- Cisco – Introduction to Data Science