

Call me
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LinkedIn
lakshaybhatia95

Key Skills

Search Engine Marketing
Search Engine Optimization
Website Creation & Optimization
Social Media Optimization
Social Media Marketing
Analytics
Copywriting
Email Marketing
Affiliate Marketing
Whatsapp Automation
Marketing Funnels
Events & Tag Fixing
Ads Tracking

Languages Spoken

English
Hindi
Punjabi

Hobbies

Cycling
Music
Movies
Photography
Basket Ball

Lakshay Bhatia

Professional Goals

- 2 Years experienced digital marketer who is ready to learn & adapt new digital marketing strategies.
- To work for an organization with great ethics, excellent work environment and high growth potential.

Work Experience

- Adwords Specialist | Zoutons****Oct, 2023 - Present**
 - Led to 2.5 times revenue growth by strategically managing and handling 30+Google ads campaign for CouponHP vertical.
 - Successfully supported research and execution for CPS campaigns.
- Digital Marketing Associate | Thrillophilia****Nov, 2022 - Oct, 2023**
 - Achieved 3-fold ROI for lead generation campaigns by developing and executing marketing strategies for tour and travel packages.
 - Conducted thorough A/B testing involving a range of creatives, ad texts, and videos to achieve optimal results in our campaigns.
 - Improved campaign efficiency by leveraging tools such as Google Ads editor, Salesforce and Google Analytics 4
- PPC Intern | Softtrix Pvt Ltd****Apr, 2022 - Sep, 2022**
 - Attained an ROI of 5 times+ for e-commerce clients working with digital marketing agency.
 - Managed budgets of upto Rs.50-60 lakhs per month consistently.
 - Managed Search, Perf Max, GDN & Shopping Campaigns for multiple clients across various verticals.
 - Created and delivered monthly performance reports to clients in a timely manner.
- Digital Marketing Intern | Affinity Media****Jan, 2022 - Mar, 2022**
 - Created and optimized client website through Wordpress
 - Automated DMs to promote events on social media page

Academic History

- **Full Stack Digital Marketing Program****2022**
National Institute of Information Technology (NIIT)
- **Bachelor of Commerce****2019**
Khalsa College, Chandigarh