

Mayuri Bhat

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Noida, U.P

SENIOR DIGITAL MARKETING SPECIALIST

Experienced professional with over 5+ years of extensive experience in both digital marketing and engineering. Dedicated to leveraging this unique blend of skills to drive growth and success within dynamic organizations. Known for crafting innovative, data-driven digital marketing strategies that consistently surpass objectives. Adept at harnessing latest technologies to deliver measurable results and achieve marketing goals effectively in today's competitive landscape.

KEY SKILLS

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|---|---------------------------|--|
| • Digital Marketing Strategy | • Google Analytics | • Email Marketing |
| • Google Ads | • SEO and SEM | • Analytics and Data Analysis |
| • Optimization of campaigns in Google Ads, Google Analytics | • Social Media Management | • Facebook Ads, Instagram Ads and LinkedIn Ads |
| • Content Marketing | | |
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PROFESSIONAL EXPERIENCE

Google Operation Center (GOC) - Gurugram, Haryana Digital Media Senior Associate (Google Ads)

Jan 2024 - Present

Google Ads specialist providing level 4 support globally, optimizing campaigns across platforms for high-value clients. Proficient troubleshooter and strategist, delivering actionable insights and maximizing ad effectiveness.

Accomplishments:

- Specialize in managing and optimizing Google Ads search campaigns.
- Serve as a product specialist for Google Ads optimization.
- Provide level 4 support globally for Google clients and internal teams.
- Manage and optimize campaigns across Search, Display, Video, App, Performance Max, and Shopping.
- Focus on supporting high-value silver, gold, and platinum clients.
- Help account managers resolve Google Ads issues, optimize campaigns, and provide insights. Utilizing Google Analytics, I work into ad performance and user behavior.
- Troubleshoot and resolve complex account issues to maintain optimal performance.
- Conduct in-depth analysis to improve campaign performance, lead generation, and ROI.
- Develop and implement strategies for maximizing ad effectiveness.
- Generate detailed performance reports and actionable insights using various Google tools.
- Collaborate with internal teams to ensure consistent, high-quality support.
- Offer strategic advice and recommendations to clients.

Cognizant - Gurugram, Haryana Process Specialist (Google Ads) | SME

Dec 2021 - Jan 2024

Worked as Google Ads optimizer with expertise in keyword optimization and website development. Worked for clients in Google Analytics, Merchant Center, and providing global in-house support for Google Ads

Accomplishments:

- Skilled in optimizing client's Google Ads accounts to drive business growth.
- Experienced in keyword optimization. WordPress, and website development, with an extensive knowledge of Google Ads services.
- Proficient in leveraging Google Analytics for data-driven insights and account optimization.
- Actively involved in the Google Ads community forum, engaging with clients and fellow product experts.
- Additional expertise in Google Merchant Center, Google Shopping Ads, and Misted to manage client accounts, delivering optimization for all types of Google Ads campaigns and driving business success.
- Providing in-house support to Google employees globally for resolving client-related issues.

Teleperformance - Gurugram, Haryana

Aug 2020 - Oct 2021

Technical Support Analyst

Provided Support and troubleshooting for Adobe applications.

Accomplishments:

- Expertise in providing exceptional support for Adobe clients across a range of products like: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Acrobat, Adobe Premiere Pro, Adobe Creative Cloud (includes various Adobe applications and services).
- Skilled in effectively troubleshooting technical issues and resolving them through chat and email.

Tata Communications Ltd. - Pune, Maharashtra

Aug 2017 - March 2020

Implementation Engineer

Worked as an Implementation Engineer (Project Management Analyst) at Telus a leading service provider company.

Accomplishments:

- Managing escalations and conducting regular follow-ups with various teams, customers, and clients.
- Handling client calls and addressing project-related issues such as quality, time management, and adherence to SLAs. Ensuring successful installation, disconnection, and upgrading of circuits, specifically focusing on Fibre and Copper circuits such as DS0, DS1, OCN, and OC3.

EDUCATION

Post Graduate from MICA University and upGrad

Advanced Certificate in Digital Marketing and Communication

2023 - Present

Specialization:

- Branding and Communications
- Marketing Analytics
- Social Media & Content Marketing
- Marketing Communications

Projects:

- Blog Creation Project (WordPress)
- Social Media Marketing Live Project (Facebook Ads Manager)
- Email Marketing Live Project (Get Response)
- Web Analytics Live Project (Google Analytics 4)

Jaipur Engineering College & Research Centre, Jaipur Rajasthan

Bachelor of Engineering - Electronics and Communications

2012 - 2016

LANGUAGE

English and Hindi

LINKEDIN

<https://www.linkedin.com/in/mayuri-bhat-524506110>