**Gagan Makin**45-DApna Enclave, Railway RoadGurgaon India, Mobile: +91 9911121352 / Email: [Gagmak2002@gmail.com](mailto:Gagmak2002@gmail.com)

**Professional Experience**

**JaBONG.COM (Jade e serices pvt ltd.)** gurgaon, INDIA

**Online Marketing Manager Jan 2012 – Present**

Over the last 2years at Jabong, We have executed and explored different Online Marketing Campaigns on different Marketing Channels like Google Adwords (Search, Display, and Remarketing), Facebook Advertisements (RHS, News Feed Ads, Custom and Lookalike Audience). Also, Running Campaigns from different affiliates for retargeting Customers like (Triggit, Adroll, Sociomantic& so on.) and Co-ordination with agencies for campaigns for campaign performance.

**Optimization and Execution Tools**: - Efficient Frontier (EF) and Nanigans for Optimizing Campaigns, Power Editor, Facebook Ads Manager, Google Adwords, Google Editor, and Tested different tools like Social.com and Nanigans for Facebook Campaigns, MS Excel.

**Job responsibilities include** -

* Managing Social Media Campaigns (Newsfeed Ads & Standard RHS Ads) and Worked on SEM Campaigns.
* Launch new Facebook campaigns through bulk sheet which we upload on EF.
* Create new Portfolios and set Daily Portfolio budgets, Bids, Objective to achieve Targets.
* Monitor all portfolios performance on daily basis.
* Work on Different targets for different set of campaigns like for custom audience, lookalike audience and PAN India Campaigns on Facebook
* Campaign Optimization on the basis of Company Objective like Increase Number of Orders, Cost per Orders, CAC Customer Acquisition Cost Reduction.
* Created Manual Tool in Excel for Campaign Optimization.
* Testing Different Types of image in Facebook ads on Category Level.
* Running Facebook Ads on Different Precise Interest and Broad Category Targeting on different segments.
* Brand and brick level analysis of Facebook ads on Category and Age level.
* Analysing Impression loss reports on keyword basis, Generate rules for different campaigns (Automatic bids and budgets changes on the basis of past performance), Check Performance - Mobile and Desktop Campaigns separately, High Order and low Order Campaigns.
* Keyword Research analysis from Search Term Reports and Add Best performing Keywords on campaign level.
* Running Google ads on different Ad Extensions.
* Addition and Removal of conflicting Negative Keywords on Daily Basis.

**Ibibo Web Pvt. Ltd.** Gurgaon India

**Tradus.com and Tradusads.in(Asst. Manager Search)** May 2010 – Dec 2011

* Responsible for handling SEM Campaigns, Facebook RHS Ads and Co-ordination with Yahoo Team to run different Banners on Yahoo inventory.
* Create different multi-channel MTD report on daily basis and track various metrics like Cost, Performance of different channels, Visits, New visits, and so on.
* Make quick decisions on the basis of daily report to maximize ROI.
* Budget analysis report for all channels on monthly basis and make decisions for coming month spends on different channels.
* Co-ordination with Agencies for Google and affiliate banners.
* Also handled SEO for first 5-6 months which includes Writing Meta tags, Keyword research, implementation of Alt tags, Managed webmaster tools and so on.

**vcustomer services limited** DElhi Ncr, INDIA

**Account Lead: Google** Oct 2009 – May 2010

* Part of Google's only Jumpstart service in India in partnership with vCustomer introducing Google AdWords to B2B and B2C businesses in India
* Developing search marketing campaigns for Advertisement from various industries.
* Work along with team of 50+ sales representative and Google AdWords professionals.
* Managing live accounts in AdWords MCC (hundreds in number).
* Direct interaction with Client to manage customized campaigns on different objectives and priorities.
* Recommending strategies and suggestions on improving various clients’campaign performance and optimization.
* Mentoring the sales team and update them on various AdWords and online marketing.

**Esys Information Technology** GURGAON INDIA

**Cafegadgets.com** Mar 2008 – Oct 2009

* Cafegadgets is an ecommerce portal in India and division of Esys information technology pvt ltd.
* Responsible run all paid campaigns through google AdWords and seo (On-page and Off-page factors)
* Search for different cost effective affiliates and run campaigns on Cost per lead basis.
* Managed Google AdSense account and deciding prominent position to run ads on the website and generate revenue.

**Binary Semantics Ltd.** GURGAON, INDIA

Quickbooker.com June2006 – Mar2008

Website Promotion using various process like Link Exchange, Directory/Article Submission, Keyword research, One Way and Reciprocal linking, site maintenance, Affiliate Marketing, visitor tracking and analysis, Web Analytics, html code analysis, On page optimization and Off Page optimization, Blog generation and postings, HTML sitemap creation, Xml Site map submission on Google webmaster tools, Rss feed Creation and Submission.

**EDUCATION**

* BE (Electronics and Telecommunication) from North Maharashtra University, Jalgaon.
* Higher Senior Secondary in PCM from K.V.F.R.I, Dehradun affiliated to CBSE Board.
* Secondary Education from K.V.F.R.I, Dehradun affiliated to CBSE Board.

**OTHER ACHIEVEMENTS & PERSONAL INTERESTS**

* Participated in NATIONAL LEVEL MATHEMATICS OLYMPIAD and awarded by SILVER MEDAL.
* Participated in NATIONAL LEVEL TECHNICAL PAPER PRESENTATION and awarded by merit certificate.

Date: (GAGAN MAKIN)

Place: