

# ANJALI AHUJA

## Media Buyer

Highly skilled Media Buyer with 1 year of experience in developing and executing successful media buying strategies for clients in various industries. Proven track record in achieving significant increases in website traffic, lead generation, and sales through effective negotiation, analysis, and optimization of media campaigns. Exceptional skills in managing budgets, presenting media plans, and providing valuable insights and recommendations to clients.



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9817490385



Jind, Haryana, India

## EDUCATION

### Bachelor's Degree In Science

MCM DAV College, Panjab University

08/2019 - 07/2022,

CHANDIGARH

### Class XII, CBSE

Moti Lal Nehru Public School

04/2018 - 04/2019,

### Class X, CBSE

Moti Lal Nehru Public School

04/2016 - 04/2017,

provided detailed reports to clients on campaign effectiveness and ROI.

- **Client Relationship**

#### Management:

Maintained and nurtured relationships with clients, understanding their needs and delivering tailored media solutions to meet their goals.

- **Market Research and**

#### Trend Analysis:

Conducted market research to identify emerging trends, competitive landscape, and opportunities for campaign improvement.

## WORK EXPERIENCE

### PPC Executive

Deep Dive Media Pvt. Ltd.

05/2023 - Present,

Achievements/Tasks

Mohali, India

- **Managed Media Buying for Diverse Clients:**  
Handled media buying for a range of US-based clients across various sectors, including ecommerce, travel, and many others.
- **Campaign Execution and Optimization:**  
Planned, executed, and optimized **search campaigns** for ecommerce and travel offers, ensuring alignment with client objectives and target audiences.
- **High-Budget Campaign Management:**  
Successfully managed and allocated daily budgets of up to 50,000 for high-impact advertising campaigns.
- **Performance Tracking and Reporting:**  
Monitored campaign performance metrics, analyzed data to drive strategic decisions, and

## SKILLS

- Campaign Management
- Audience Targeting
- Media Planning and Strategy
- Performance Analysis
- Problem-Solving
- Competitive Analysis
- MS Office
- Data Management

## Certifications

Google Ads Search Certification