

# Jay Chauhan

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## OBJECTIVE

I am a **PPC Specialist** with hands-on experience in running and optimizing campaigns on Google Ads, Meta Ads, and YouTube. I focus on building the right ad strategy, managing budgets wisely, and improving ROI through data-driven decisions. My goal is to help businesses grow by creating targeted campaigns, tracking performance accurately, and applying the latest digital marketing trends.

## EDUCATION

### HIGH SHOOL

**Passing Session (2014 - 2015)**

PT. Moongaram Babuji Inter College Mohanpur Saiyan , Agra

### INTERMEDIATE

**Passing Session (2016 - 2017)**

DR. Karan Singh I C Rahlai Agra

### Bachelor of Science

**Passing Session (2021 - 2022)**

Guru Niranjana Nand Mahavidyalaya, Luhenta Mod Iradat Nagar, Agra

### Diploma in Digital Marketing

**July - 2023 to October - 2023**

Pingmedia Digital Marketing Agency & Training Institute in Agra

## SKILLS

### Analytical & Reporting Skills

KPI Tracking, Performance Analysis, Funnel & User Journey Mapping.

### Tools

Google Ads, Meta Ads,  
Google Tag Manager, Google Analytics,  
Linkedin Ads, youtube Ads

### MS Office

Excel, PowerPoint, Word

## WORK EXPERIENCE

### Pingmedia Tech Solutions Pvt. Ltd. Intern

**01- Oct -2023 To May - 2024**

- Collaborated in designing and executing result-driven campaign strategies for clients across six diverse industries, ensuring alignment with business goals and audience needs.
- Planned, launched, and optimized campaigns for the company's own ventures, contributing to measurable growth in traffic, leads, and conversions.
- Conducted in-depth keyword research for Google Search campaigns, improving ad relevance, quality scores,

and overall campaign ROI.

- Monitored campaign performance, analyzed key metrics, and suggested actionable improvements to boost click-through rate (CTR) and lower cost-per-click (CPC).
- Worked closely with cross-functional teams to ensure smooth campaign execution and consistent brand messaging across channels

### PPC Executive

Vivacious Solution Pvt. Ltd.

05- May-2024 To April -2025

- Managed 100+ campaigns across Search, Display, and Video, delivering strong ROI and the best ROAS for clients.
- Set up accurate conversion tracking to measure every lead and sale, ensuring no data was missed.
- Regularly analyzed competitor ads and created smarter campaigns to stay ahead in the market.
- Performed deep keyword research to target the right audience and improve ad relevance and quality scores.
- Monitored campaigns daily, optimized targeting and budgets, and achieved lower CPC with higher conversions.
- Created clear and easy-to-understand client reports with insights and growth suggestions.
- Designed complete campaign strategies for multiple industries and also managed campaigns for company-owned projects.
- Conducted A/B testing for ad copies and creatives to find what worked best for clicks and conversions.
- Worked closely with content and design teams to improve landing pages and boost conversion rates.
- Built remarketing funnels to re-engage lost visitors, increasing repeat traffic and sales.

### PPC Specialist

Toffee Global Pvt. Ltd. Noida

May - 2025 to Sep - 2025

- Helped clients improve their Google Ads results by giving clear guidance on campaign optimization, fixing account issues, and sharing best practices to boost ROI.
- Planned, created, and managed Google Ads Search, Display, and Video campaigns for multiple clients, ensuring ads were relevant, engaging, and targeted to the right audience.
- Conducted deep keyword research to match campaigns with business goals and improve ad relevance, click-through rates (CTR), and quality scores.
- Performed full audits of campaign setups, conversion tracking, and live campaigns to make sure data was accurate and performance was running smoothly across all channels.
- Regularly monitored performance data, analyzed results, and suggested improvements to increase conversions and lower costs.
- Designed campaign strategies for clients across six different industries and managed campaigns for the company's own ventures to drive traffic, leads, and sales.
- Collaborated with internal teams to maintain consistent messaging and smooth execution across campaigns.
- Trained and mentored 5 new team members during their onboarding, providing complete process training to help them adapt quickly and perform confidently.

