
MEGHANA S

Market Research | Digital Marketing | Content Writing |

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Address: Shivamogga, Karnataka.

CAREER OBJECTIVE

Enthusiastic B.Com graduate passionate about creative digital marketing, with hands-on experience in designing, planning, and executing campaigns across Google Ads, Meta Ads, social platforms, influencer collaborations, and website management. Skilled in audience analytics, keyword research, funnel optimization, and high-engagement content creation. Driven by a growth mindset and eager to contribute innovative campaign ideas while delivering measurable results.

EDUCATION

- 2019 – B.com Lohit's Academy College of Commerce, Bangalore.
- 2016 – PUC – Commerce - Acharya PU College, Shivamogga.
- 2014 – SSLC National High School, B R Project.

PROFESSIONAL SKILLS

- Advertising Campaign Strategy & Execution (Google Ads, Meta Ads)
- Audience Targeting & Behavioral Retargeting
- Keyword & Market Research
- Lead Generation & Funnel Optimization
- Website Management & Maintenance
- Social Media Content Creation
- Influencer Collaboration & Management
- Customer Engagement & Community Interaction
- Video Editing & Graphic Content Planning

EXPERIENCE

Digital Marketing Executive

Netzwerk Academy Pvt. Ltd | Aug 2024 – Present | Bangalore

- Produce 5–6 SEO-driven blogs monthly to improve organic traffic and student engagement
- Craft high-converting ad copies for Google, Facebook, and LinkedIn campaigns, improving CTR by 10–15%

- Research and implement 5–10 trending high-traffic keywords monthly to enhance rankings and campaign reach
- Optimize web and social content, targeting 30–50% organic traffic growth within 6 months
- Build refined audience segments to increase lead quality and reduce CPL for course funnels
- Write compelling course descriptions and marketing content to support higher enrollments.

Process Associate

Gallagher Service Center LLP | June 2022 – April 2023 | Shivamogga

- Managed cash applications and account receivables within Order to Cash (Direct Bill) processes
- Ensured accurate payment reconciliation, data validation, and financial processing under strict timelines
- Collaborated across teams to resolve billing discrepancies and improve process efficiency

PERSONAL INTERESTS

- Keeping up with digital marketing trends
- Graphic design and video editing

PERSONAL DETAILS

Father's Name	:	Sarpabhusan K M
Date of birth	:	29 October 1998
Gender	:	Female
Nationality	:	Indian
Marital Status	:	Unmarried
Languages Known	:	English & Kannada

DECLARATION

I affirm that the information provided in this resume is accurate and true to my knowledge.

Place:

Date:

Signature