Neha Singh

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PROFESSIONAL SUMMARY

Experienced Paid Campaign Manager with 6+ years in SMM/SEM/PPC, skilled in strategic development & activation of large-scale Google Ads and Paid Social campaigns. Focused on driving growth through data-driven insights analytics, poised to deliver significant team results.

EDUCATION

California State University, Long Beach   **Aug 2023 - Aug 2024**

Master of Science, Marketing Analytics **(GPA: 4.0/4.0)**

Coursework: Marketing Research **(MKTG 665)**, Advanced Marketing Analytics **(MKTG 677)**, Machine Learning **(MKTG 685)**, Branding & Integration Communications **(MKTG 630)**, Social/Digital Media Analytics **(MKTG 680)**, Pricing Analytics and Strategy **(MKTG 662)**

Sri Guru Tegh Bahadur Khalsa College, Delhi University   **Jul 2014 - Jun 2017**
Bachelor of Commerce

SKILLS

Ad Platforms: Google Ads, SA360, LinkedIn Ads, Meta Ads, Twitter Ads, Snapchat Ads, YouTube Ads, Reddit Ads, Pinterest Ads, TikTok
Software: Google Sheets, MS Excel, MS PowerPoint, Google Analytics, MOAT Analytics, Python, SQL, SPSS, Tableau, Wrike, and Canva.
Technical Skills: Marketing Analytics, Vlookup, Pivot, Data Visualization, Social Media Marketing, Data Analysis and Interpretation, Market Research, Client-facing, Budget Management, Troubleshooting, Team and Project Management, Account Management.

CERTIFICATIONS

Google Ads Measurement; Google Ads Search; Google Ads Display; SA 360; Google Ads; Video Ads; Google Ads Analytics; Meta Media Buying; LinkedIn Fundamentals; NASBA - Excel Statistics, Stukent Marketing Management, CITI Program - Social and Behavioral Research

PROFESSIONAL EXPERIENCE

Associated Students, Inc., CSULB   **Dec 2023 – Aug 2024**
Marketing Assistant
- Executed data-driven analysis & creative tests to refine messaging & creative strategies, generating 3x event attendance & engagement.
- Elevated B2B sales & brand visibility via strategic content planning for campus events, yielding a 46% surge in social media engagement.
- Exhibited strong communication skills by communicating with departments and effectively presenting comprehensive marketing strategies.
- Applied social marketing strategies to both brand-building & direct response campaigns through industry best practices for maximum impact.
- Mentored team members & streamlined tracking processes, using advanced Excel & campaign management tools, boosting team efficiency.

GROUPM   **Aug 2019 - Jul 2023**
Media Activation Manager
- Led paid social media campaigns, driving $1M+ revenue & a 20% engagement lift via strategic bid management, A/B testing & optimization.
- Oversaw & executed campaign builds, QAs and optimizations, demonstrating a passion for accuracy throughout the campaign lifecycle.
- Managed $20M+ global media budgets, enhancing ROI with keyword optimization, targeted campaign adjustments and budget planning.
- Directed in-depth testing & analysis by Meta Business Suite, generating insights that aligned with client goals & informed strategic decisions.
- Delivered all-out client reports & presentations, outlining campaign performance, effectively tying campaign outcomes to business goals.
- Streamlined processes with automation, advanced keyword research, and kept abreast of trends in performance media and web analytics.
- Managed and developed a diverse social media team, optimizing workflow and fostering career progression, enhancing team productivity.
- Headed & empowered diverse teams of up to 50 members, fostering positivity and cross-POD support for seamless campaign execution.

TRIPGIX | TRAVEL COMPANY | FREELANCE   **Feb 2021 - Jul 2023**
Social Media Strategist and Trip Coordinator
- Crafted compelling content across formats, promoting services on paid and organic social media to boost brand visibility and engagement.
- Optimized YouTube Paid Media campaigns, improving targeting and creative strategies to boost view rates by 25% & cut CPV by 15%.

GOOGLE ADS, TELEPERFORMANCE (Vendor)   **Mar 2019 - Jul 2019**
Campaign Specialist
- Managed 50+ LV & HV clients across industries, strategically executing Google Ads for lead generation and improved ROI.
- Applied customer journey insights to tailor digital marketing strategies, resulting in increased website traffic and client engagement.

GOOGLE ADS, FIS (Vendor)   **Aug 2017 - Nov 2018**
Marketing Analyst - CSA
- Provided dedicated NA customer service, using Google Analytics and keyword research for enhanced online presence & business growth.
- Collaborated on account optimization, ensuring clients achieved their digital marketing objectives with exceptional service.

ACADEMIC PROJECTS

SOUTH NORTE PREMIUM BEVERAGE | OPTIMIZING SOCIAL MEDIA CAMPAIGNS   **Jan 2024 - May 2024**
- Analyzed South Norte's social media engagement on Meta and Twitter using logistic regression and random forests to identify key drivers.
- Led a team in developing tailored strategies, emphasizing optimal ad formats & seasonal trends to maximize campaign effectiveness & ROI.

INVESTIGATING AMAZON PROMO CODE USAGE: ML ANALYSIS IN RETAIL SHOPPING   **Jan 2024 - May 2024**
- Analyzed patterns in promo code usage based on customer attributes using KMeans clustering, decision trees, and SVCs.
- Led predictive model refinement to optimize retail promotions, focusing on factors like Previous Purchases and Seasons to drive sales.

NLP & DEEP LEARNING FOR BRAND PERCEPTION ANALYSIS   **Jan 2024 - May 2024**
- Utilized advanced NLP techniques (TensorFlow & PyTorch) to analyze consumer sentiment & extract key themes from customer feedback.
- Applied deep learning models, neural networks to predict purchase behavior & refined brand perceptual maps to derive actionable insights.

AMAZON SATISFACTION: DATA-DRIVEN INSIGHTS   **Aug 2023 - Dec 2023**
- Led Python analysis of Amazon data, revealing rating accuracy, recommendations, and reviews as the key drivers of satisfaction.
-Unveiled statistically significant correlation between accurate ratings and satisfaction, driving actionable shopping experience improvements.

ANALYZING CUSTOMER SENTIMENT AT FOREVER 21   **Aug 2023 - Dec 2023**
- Directed Forever 21 customer satisfaction projects via Qualtrics surveys identifying key drivers: quality, style, and trend alignment.
- Harvested insights from Forever 21 customer satisfaction data using SPSS analysis revealing factors impacting customer satisfaction.

ACHIEVEMENTS & HONORS.
- **Raised the Bar Award & Value Champion Award** at GroupM for Q1 & Q2 of the year 2023.
- **Employee of the Month Award** at GroupM for the month of June 2021.
- **Account of the Year Award** at GroupM for the year 2021 for Chromebook EMEA to the team.
- **Rising Star of the Year Award** at GroupM for the year 2020.
- **Vice President of Commerce Society** at the College organized the annual fests, seminars, & competitions for DU students