

POOJA YADAV

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SUMMARY

A results-oriented digital marketing specialist with 6+ years of experience in Google Ads, PPC, social media management, and content strategy. Data-driven optimization has proven to increase lead generation by 30% while reducing marketing expenditure by 20%. Expertise in managing multi-channel digital campaigns using tools such as Google Ads, Google Analytics, and Facebook Ads Manager to boost business growth. Expertise in A/B testing, CRO, and generating eye-catching ad creatives.

WORK EXPERIENCE

K-INNOVATIVE HUB PVT.LTD (Hyderabad) Senior Social Media Expert Nov 2022 - Present

- Strategically oversaw and enhanced Google Ads programs across Search, Display, and Video, resulting in a notable **20% increases in rate of conversion**.
- Implemented keyword research, A/B testing, and bid management strategies to optimize ad performance, leading to a notable **30% enhancement in Quality Score**.
- Optimized brand visibility on Google My Business (GMB), resulting in a **20% boost in website traffic** and improved visibility in local search results.
- Developed and implemented content strategy and social media management, resulting in a notable **50% increase in user interaction** and a **25% expansion in the number of followers**.
- Entered into partnerships with influencers and community stakeholders, resulting in a **40%** increase in brand exposure.

THE GATE ACADEMY (Bangalore) - Content Writer June 2021 -Oct 2022

- Implemented content marketing strategies that resulted in a **25% increase in YouTube video views**.
- Developed and implemented SEO strategies, resulting in a **40% growth in organic traffic**.
- Strategically oversaw Facebook Ads campaigns, enhancing performance and achieving a 25% return on investment.

Oliveboard (Bangalore) Content Writer June 2019 -June 2021

- Localised academic material designed for competitive examinations, ensuring linguistic precision and adherence to regional standards.
- Devised and executed content strategies that aligned with brand objectives, leading to a **15% increase in organic web traffic**.

Hamstech Fashion Design Institute (Hyderabad) Content Writer June 2018 - June 2019

- Develop SEO-optimized content for an online instructional video, enhancing its organic visibility and engagement.

KEY SKILLS AND TECHNOLOGY

- **Paid Media & Google Ads:** Google Ads (Search, Display, Video), PPC Management, Keyword Research, Ad Copywriting, Bid Strategy, Remarketing.
- **Analytics & Optimization:** Google Analytics, Google Data Studio, Google Tag Manager, A/B Testing, Conversion Rate Optimization (CRO), Power BI.
- **Social Media Marketing:** Facebook Ads, Instagram Ads, Social Media Management (Hootsuite, Buffer, and Sprout social), Content Strategy, Reels Marketing.
- **SEO & Content Marketing:** SEMrush, Ubersuggest, Ahrefs, WordPress, Email Marketing (MailChimp).
- **Tools & Platforms:** GA4, Google Tag Manager, Google Data Studio, CM360, DV360, SA360, Meta Business Suite, Canva, Microsoft Office.
- **Soft Skills:** Problem Solving, Strategic Thinking, Market Analysis, Customer Retention, Brand Marketing, Market Research.

EDUCATION

Masters of Arts in Hindi Dakshin Bharat Hindi Prachar Sabha	2018 - 2020
Post Graduate Diploma in Translation Dakshin Bharat Hindi Prachar Sabha	2017 - 2018
B.COM Computers Osmania University	2014 - 2017

AWARDS & ACHIEVEMENTS

Best Marketing Campaign Award - By Pallavi Group of Institution

Top Social Media Performer of the Year - By Delhi Public School Nacharam