

# Divya Choudhary



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*An energetic digital marketing professional with 3.5 years of experience in internet marketing and account management. In-depth understanding of digital marketing concepts and best practises. Self-motivated and goal-oriented with a high degree of flexibility, creativity, resourcefulness, commitment and optimism. Presentable and pleasing personality, captivating speaker with good convincing power.*

## EXPERIENCE

**GOOGLE, Gurugram (India)-Account Manager**

**October 2017 - July 2020 (Vendor: Cognizant, Accenture and Wns)**

- **WNS**

*February, 2019-Presently Working*

- Implementing data-driven marketing strategies and powerful optimization techniques
- Promotion on different channels (Search, Display, Shopping, Video), leading more than 300% achievement of Google revenue targets and 500% ROI for advertisers.
- Researching market trends across different business verticals like Travel, Education, Pharma, Retail, etc.
- Account Optimization to generate more leads or conversion as per the client requirements (based on budget discussion and marketing objectives) for more than 1000 accounts.

- **Accenture:**

*July 2018 - February 2019*

- Optimizing performance and troubleshooting technical issues for Large Customers, high-value advertisers (\$20M+) of Google
- Supporting the Google Support Team with high end technical issues and resolving the queries within 24 hours
- Expertise in Display Campaigns and Remarketing/ Retargeting campaigns

- **Cognizant:**

*Oct, 2017 - July 2018*

- Business development and client management

- Understanding of client requirements
- Helping with customers queries and providing resolutions on time

- **Kent Communications Pvt Ltd.**

*April, 2015 - December 2015*

- Managing social media accounts for luxury clients
- Writing press releases and circulating over print media
- Publishing posts or tweets on on different social media platforms

## SKILLS

Outstanding communication	Lead Generation	Online Advertising	Online Advertising	Lead Generation	Google Ads	Search	Microsoft Office
Keyword Optimization	Creative Writing	Account Optimization	Team Management	Social Media	YouTube	MS Excel	Display Promotion

## ACHIEVEMENTS AND AWARDS

- Gold medalist in volleyball, 2013
- Made a world record in World's first Equality Flash Mob, 2013
- Secured first position in Rangoli competition,2013
- Secured Second rank in the Delhi State Yoga Championship, 2011
- Secured Third rank in 2<sup>nd</sup> Delhi state jump rope championship, 2010

## EDUCATIONAL CREDENTIALS

Intermediate	Graduate	P.G.D.M
Commerce 2011	Bachelor of Journalism & Mass Communication (BJMC) 2014	Public Relations 2016
Ramakrishna Sr. Sec School	Vivekananda Institute of Professional Studies	Bharatiya Vidya Bhavan

## HOBBIES

