

Harmeet Singh

Team Lead - Campaign specialist (Google Adwords Team) at Intelenet Global Services

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Career Objective

To work in the dynamic field of Digital Advertising Industry that will give me an opportunity to sharpen my skills and use my experience which will eventually offer learning with personal & organization's growth.

Professional Experience

Team Lead - Campaign specialist at Intelenet Global Services

April 2016 - Till Date

- Managing day to day performance.
- Oversee Enforcement of operational & business policies.
- Training & Guidance on the product, evaluating individual performance to ensure accurate campaign performance.
- Interacting with clients on a regular basis to understand their business goals to set up deliverables.

Campaign Specialist(Google Adword) at Intelenet Global Services

July 2014 - March 2016

Responsibilities:

- Campaign Management:
 - o Managing big budget/Brand campaigns on Google Adwords.
 - o Regular reporting & updating the client; expanding campaigns.
- Creating Digital Media Strategies
 - o Understanding client objectives; interrelating digital services; allocating budgets; setting up campaign; working on campaign communications.
- Campaign Reporting & Analysis
 - o Creating reports via means of Google Analytics, MS Excel; analyzing data to optimize campaign performance.

Account Executive at Blue Digital Media

June 2012- July 2014

Responsibilities:

- Campaign Management
 - o Managing campaigns on digital properties; Google AdWords; Bing Ads; FB Ads. SEM & PPC.
- Client Servicing
 - o Regular reporting & updating the client; expanding campaigns.
- Creating Digital Media Strategies
 - o Understanding client objectives; interrelating digital services; allocating budgets; setting up campaign; working on campaign communications
- Campaign Reporting & Analysis
 - o Creating reports via means of Google Analytics, MS Excel; analyzing data to optimize campaign performances.

- Website Development
 - o Development of static & dynamic websites; Development of landing page for different campaigns.

Clients managed:

Client- eCommerce Portal (Design Emporia & Others)

- Worked in a highly competitive market of eCommerce for enhancing sales & ROI effectively.
- Campaigns management on Google AdWords, Facebook & Bing. Spend of more than Rs 3 Lacs.
- Daily reporting & analyzing traffic through analytics.
- Optimizing the campaign, setting up of PLA Ads & Dynamic Re-marketing.

Client- Vintron Informatics (A stock listed company)

- Closely worked with Vinton's team to create digital media strategy for setting up their lead gen campaign.
- Daily reporting & connect with Vintron management.
- Worked on creating campaign communication on Ad Copies & Landing Pages.
- Campaign management on Google AdWords.

Client- Westford School of Management, UAE

- Studied the UAE market to understand scope of digital campaign.
- Crafted Google Search, display & re-marketing campaigns also FB & Bing Ad campaigns.
- Optimized campaigns regularly to sustain results.

Client- Philips Health Care

- Worked on creating campaign on Google AdWords & Landing Pages.
- Optimizing multicity campaigns on OSA awareness.
- Daily reporting to the client. Worked under an Account Manager.

Other clients managed:

Rankjunction.com; Inlingua; London School of Marketing (UAE Chapter); RechargeFreak.com; FatKart.com; DainikUttrakhand.com; Ashiana.

Certifications

- Microsoft Bing Accredited Professional.
- Google AdWords Fundamental.

Core Qualifications

- Google Adwords
- Google Analytics
- Mobile Marketing
- Facebook
- Client Servicing

- Digital Marketing Strategies
 - Team Management
 - Project Management

Internship

Center for Railway Information System Technical January 2012 – June 2012

The project was in ASP.NET & it was about the modernization of the existing work method of Indian Railways into an automated work, done by computer software.

Education

MCA	Guru Gobind Singh Indraprastha University	2009- 2012
BCA	Guru Nanak Dev University	2006- 2009
Class XII th	Bhatnagar International School (CBSE)	2005- 2006
Class X th	Bhatnagar International School (CBSE)	2003- 2004

Personal Details

Date of Birth 3rd January 1989
Languages Known English & Hindi
Passport No. J5427214