

Sneha Nair

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Summary:

Creative marketing strategist with hands-on experience in managing campaigns across Instagram, LinkedIn, and Google Ads.

Skills:

- Social Media Strategy
- Paid Advertising (Google/FB)
- Copywriting
- HubSpot CRM
- Campaign Optimization
- Google Analytics

Experience:

Digital Marketing Specialist | AdWaves Media | 2019–2024

- Managed influencer campaigns with 50+ creators
- Reduced CPL by 22% through A/B testing

Education:

B.A. in Mass Communication – Mumbai University