

SUMMARY

A digital marketing enthusiast with experience as an Amazon Ads Intern, optimizing product listings and ad campaigns to enhance visibility and engagement. Certified in SEO, SEM/PPC, and SMM, with a strong foundation in digital marketing strategies. Successfully increased campaign efficiency through dynamic bidding and advanced audience targeting. Eager to leverage these skills as a Digital Marketing Executive to drive impactful online campaigns and boost organizational online presence.

EDUCATION

The Bhopal School Of Social Science

Jan 2018 - Jan 2021

Bachelor's Degree, Travel and tourism

Bhopal

SKILLS

- SEO, SEM, Social Media Marketing, Google Ads, Campaign Management, Email marketing, Market Research, Lead Generation, Facebook Ads, ppc, Content Creation, Communication, Problem Solving, Google Analytics, Wordpress, Amazon Ads

CERTIFICATIONS

- **Boston Institution of Analytics:**
- **Q Spider Software Testing Training Institution:**

WORK EXPERIENCE

TECH SURVI.

Jul 2024 - Present

Junior Digital Marketing Amazon Ads IN E- Commerce Intern

Pune

- Optimized product listings and ads to effectively target keywords, increasing visibility and engagement
- Designed a clear campaign structure using automatic and manual targeting methods, enhancing customer reach and segmentation
- Used dynamic bidding strategies to maximize ad placement and cost-effectiveness, improving overall campaign efficiency
- Utilized Amazon's advertising analytics and reporting tools to track key performance metrics like CTR, conversion rates, and ACOS, leading to improved campaign insights
- Allocated and managed budgets across different campaigns, adjusting based on performance insights to maximize ROI and enhance financial efficiency
- Utilized advanced audience targeting options, such as remarketing and lifestyle-based targeting, to reach relevant shoppers and successfully drive conversions
- Ensured product listings were fully optimized with high-quality content, bullet points, and enhanced brand content (A+ Content) to improve organic search ranking and ad relevance, leading to increased visibility
- Monitored competitors' ad strategies, pricing, and promotions regularly to adapt and stay competitive in the marketplace, resulting in improved market positioning

RKYA WORLD

Jan 2021 - Dec 2023

Senior Sales And Marketing Executive

- Coordinated travel arrangements for clients, including booking flights, accommodations, and transportation, resulting in seamless travel experiences and increased client satisfaction
- Provided excellent customer service by addressing inquiries, resolving issues, and handling their social media account and ensuring customer satisfaction
- Collaborated with team members to optimize travel itineraries and offer personalized recommendations, enhancing client experiences and improving itinerary efficiency