

KASHISH NAG

GOOGLE ADS EXECUTIVE

CONTACT

 +91 83184 500 20
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 557/41 Hasanpur Pawanpuri,
Alambagh, Lucknow
Uttar Pradesh, India
PIN: 226005

SKILLS AND EXPERTISE

- Client relationship management
- Analytical thinking and problem solving.
- Strong organizational and time management skills.
- Excellent verbal, written, and presentation skills.
- Strong attention to detail.
- Paid search strategy development.
- Skilled in conducting research online.
- Proficient in Microsoft Office programs.
- Beginners level knowledge of Shopify Store Development.
- Good knowledge of various Competitors research tools such as SEMRush, Similar web, and Spyfu.

LANGUAGES

Hindi	◆◆◆◆◆
English	◆◆◆◆◆

PROFILE

Experienced Google Ads Specialist with 2.5+ years of expertise in developing and executing high-impact paid search strategies. Recognized for exceptional communication, leadership, and a proven ability to meet and exceed business objectives. Adept at managing client relationships, leading cross-functional projects, and delivering measurable results. Seeking an opportunity to leverage my skills in a dynamic, growth-oriented organization.

WORK EXPERIENCE

VCommission

Google Ads Executive 2024- Present

- Managed end-to-end paid search campaigns across Google Ads and affiliate platforms, resolving tracking issues (e.g., Impact, ShareASale) and ensuring accurate measurement through tools like GA4 and GTM.
- Led A/B testing and iterative experimentation to enhance campaign efficiency, achieving successful outcomes in over 20% of trials by scaling high-performing strategies and improving landing page experiences.
- Addressed Google ad policy violations and platform-level disapprovals through self-led policy research and structured learning, resulting in improved compliance and increased ad approvals.
- Initiated and completed extensive training in affiliate marketing operations and campaign troubleshooting, strengthening executional confidence and autonomy in campaign delivery.
- Analyzed large-scale quarterly campaign data using Excel, creating pivot tables and performance dashboards to identify trends, evaluate ROI, and support data-driven decisions on scaling, pausing, or optimizing campaigns.

CEDCOSS Technologies Pvt Ltd

Search Engine Marketing Associate

2022- 2024

- Developed and executed targeted digital marketing strategies, efficiently managed campaign budgets to maximize Return on Investment (ROI), and drove substantial lead generation and revenue growth, demonstrating expertise in SEM (Search Engine Marketing) and PPC (Pay-Per-Click) advertising.
- Innovated and tested new SEM strategies and PPC campaigns, leveraging tools like Google Analytics and SEMrush for data analysis and insights, resulting in improved campaign performance and growth. Actively contributed to team development by providing constructive feedback, enhancing operational efficiency, and ensuring the delivery of high-performing marketing campaigns.
- Led the strategic planning and successful execution of multi-channel marketing campaigns, including expertise in Google Ads, Bing Ads, YouTube Advertising and display advertising, consistently achieving and exceeding KPIs (Key Performance Indicators).
- Engaged and communicated effectively with potential clients, addressing their inquiries and concerns with detailed analytics reports, leading to successful partnerships and an outstanding conversion rate of 80%, showcasing strong client relationship management and analytical skills.
- Served as the project lead for diverse digital marketing initiatives, setting clear objectives, and ensuring alignment with overall business goals. Focused on team development and performance optimization through continuous training and feedback, highlighting leadership and team management abilities.

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REFERENCES

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Indo Thai Airport Management Services

Customer Service Agent

2019-2021

- Ensured adherence to streamlined check-in procedures, enhancing passenger satisfaction and operational efficiency, demonstrating proficiency in customer service and airport operations.
- Addressed inquiries related to mishandled baggage promptly, prepared Property Irregularity Reports (PIR) as necessary, showcasing strong problem-solving skills and attention to detail.
- Facilitated effective coordination among team members, ensuring the availability of essential equipment at the ramp, highlighting leadership and team management capabilities.
- Oversaw the accurate loading of aircraft as per the Loading Instruction Report (LIR) provided by Load and Trim staff, ensuring compliance with safety and regulatory guidelines.
- Completed all required post-flight procedures, including necessary filings at various allocations, demonstrating thoroughness and compliance with aviation standards.

PROFESSIONAL QUALIFICATIONS

- Diploma in Digital Marketing using Google Ads from Digipodium, Lucknow
- Achieved certification for various Google Skill Shop programs which includes:
 - Google Search Ads (Completion ID: 85744787)
 - Google Shopping Ads (Completion ID: 85755167)
 - Display ads (Completion ID: 85680115)
 - Google Video Ads (Completion ID: 85934710)
- Diploma in Aviation, Hospitality and Travel Management from Flyway Institute of Air hostess Training.
- Certification of Completion for "On Job Training" in Front Office Department from Renaissance Hotel. (Apr '19 - Jul '19)
- Enrolled for Microsoft Excel learning course over E-Learning Platform Udemy.

EDUCATIONAL QUALIFICATIONS

- Graduate in Commerce from Kanpur University. (2021)
- Higher Secondary from New Public College, Lucknow. (2018)
- High School from New Public College, Lucknow. (2016)

ACHIEVEMENTS

- Retaining multiple projects for over a period of 12 months.
- Engaged in various freelancing projects, including the development of ecommerce stores as well Social Media Management and SEM delivering high-quality work and exceeding clients' expectations.