

# SATWINDER SINGH

## MEDIA BUYER

### CONTACT

8699318299  
satwinder94656@gmail.com  
Mukerian, Punjab

### EDUCATION

**Higher Secondary**  
**A.S SEN SEC SCHOOL**  
**MUKERIAN**  
2011 - 2013  
**IN SCIENCE STREAM**

**Bachelor of Technology**  
**CT GROUP OF INSTITUTIONS**  
**JALANDHAR**  
2013 - 2018  
**In Computer Science Stream**

### LANGUAGES

English  
Hindi

### Jr. Media Buyer

Arb Technology, Mohali  
December 2020 - April 2021

### PROFILE

Digital Marketing Executive With 2 Years Of Experience Conducting In-Depth Market Research And Creating Distinguished Marketing Campaigns. Recognized For My Ability To Produce High-quality Content And Use Digital Marketing Initiatives To Increase Rankings, Conversion, And Click- through Rates. Aiming To Use My Expertise To Fill The Media buying Position.

### SKILLS

- Manage Setup, Analytics, Design, Copy, and Ad Campaigns.
- Ad Account Audits and Analytic Reports.
- Have Good Knowledge of Shopify & Wordpress
- Google Tag Manager for Goals, Conversions and Leads Tracking.
- Search Ads and Remarketing Ads Setup and Optimization.
- Ad Copy, Keyword Analysis, and Implementation.
- E-commerce Sales Tracking and Product Catalog Optimization.
- Cro Optimization
- Google/Bing Shopping Ads and Merchant Center Integration.
- Google Data Studio Custom Data Reporting Dashboard.

### WORK EXPERIENCE

#### Media Buyer | Digital Marketing Executive

ROI Minds, Mohali April 2021 - November 2022

- Managed Digital Sales Streaming Accounts to Improve Brand Positioning and Growth.
- Source and Develop New Strategic Partnerships, Social Engagements, and Advertising Opportunities That Generate New Revenue Streams.
- I Lead the Concept and Launch of Multiple Campaigns for Clients, Resulting in New Revenue of \$200k+
- Enhanced Conversion Rates Through A/b Tested Landing Pages for a Better-Performing Conversion Funnel.
- Planning and Implementation of Google Adwords Advertising Campaigns.
- Manage Campaign Expenses, Adhere to the Budget, and Estimation of Monthly Costs.
- Working with the Internal Team to Create and Optimize Landing Pages for Higher Conversion Rates. Measure and Report on the Performance of All Digital Marketing Campaigns