

Pradeep Singh Dasauni

Digital Marketing Professional | Google Ads SME (Titanium/Gold)

dasaunipradeepsingh@gmail.com
linkedin.com/in/pradeepsinghd

CERTIFICATIONS

Google Ads Search & Video
Certified

Gurgaon, India +91 6398942654

PROFESSIONAL SUMMARY

Dynamic **Partner Subject Matter Expert (SME)** with over 2 years of specialized experience in **Google Ads troubleshooting** for Platinum and Gold tier clients. Proven track record of resolving complex technical challenges in **App, PMAX, and Search campaigns** while maintaining a 95% First Contact Resolution rate. Skilled in cross-functional collaboration with engineering teams to drive product improvements and elevate Customer Satisfaction (CSAT).

Core Competencies

PLATFORM EXPERTISE

Google Ads (PMAX, Search, Video)

SPECIALIZATION

App Campaigns & Deep Linking

CLIENT TIER

Titanium/Gold Support (SME)

ANALYTICS

GA4, GTM & Google Sheets

TECHNICAL

Troubleshooting & Escalations

COMMUNICATION

Cross-Functional Collaboration

Professional Experience

Partner Subject Matter Expert (L1.5) - Google Ads June 2024 - Present

Cognizant, Gurugram

- Spearheaded **troubleshooting for high-value (Gold/Platinum) clients**, focusing on complex serving issues in Mobile App, Search, and PMAX campaigns.

- Achieved a **95%+ First Contact Resolution (FCR)** rate, directly impacting CSAT scores for strategic accounts.
- Collaborated with Product and Engineering teams to escalate and resolve platform bugs, reducing ticket lifecycle time.
- Developed optimization frameworks for App Install and Engagement campaigns, driving improved **ROI and business growth** for advertisers.

Process Executive (L1) - Google Ads

Aug 2023 - June 2024

Cognizant, Gurugram

- Managed diverse campaigns including **Demand Gen, Video, and Shopping** for SMB clients, ensuring optimal performance.
- Implemented tracking solutions via **Google Analytics (GA4) and Google Tag Manager (GTM)** to fix data discrepancies.
- Identified recurring setup issues and recommended process changes, improving team support efficiency by **15%**.

Customer Service Associate

Aug 2022 - June 2023

Tech Mahindra (Flipkart Process), Chandigarh

- Handled high-volume inquiries via phone and email, consistently surpassing customer satisfaction goals.
- Managed order updates and account resolutions with a focus on clear communication and time management.

Education

Bachelor of Science (Mathematics, Physics, Chemistry)

Kumaun University (Govt. MBG PG College)

May 2019