

# Pradeep Singh Dasauni

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

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CERTIFICATIONS  
Google Ads Search & Video  
Certified

## 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