Curriculum Vitaé

# Name : Payel Sarkar

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**Career Objective:**

To learn new things and be in a challenging position in an organization through dedication and to ensure my highest contribution towards the organization I work with.

**Skills :**Google Adwords (certified from Google) , Bing Ads, Google Adwords & Bing AdEditor.  
Digital Marketing Strategies ,SEO,SEM, Paid Campaign management in different Search Engine like Google, Yahoo, Bing and Face book for Brand Promotion and lead generation.

**Academic Qualifications:**

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| --- | --- | --- | --- |
| Qualification | Board /University | Year | Percentage |
| Master’s in Computer Application  (MCA) | West Bengal University of Technology | 2012 | 84.80% |
| B.Sc Major in Computer Application | Calcutta University | 2009 | 61.25% |
| High Secondary | W.B.C.H.S.E | 2006 | 55.2% |
| Madhyamik | W.B.B.S.E | 2004 | 69.25% |

**Certification:**

Google AdWords certified ( Google Partners ,June 2014)   
  
score 91% at Google AdWords Advertising Fundamentals and   
score 81% at Advanced Search examination.

►  <https://www.google.com/partners/#i_profile;idtf=100927539787567444117;>

[Individual Profile - Google Partner]

**Work experience:**

|  |  |  |  |
| --- | --- | --- | --- |
| Position | Total Year of Experience | **Company** | **Since** |
| Pay Per Click Analyst | 11 Months (Current Company) | Indus Net Technologies Pvt. Ltd. | June,2015 |
| Digital Marketing Analyst | 8 Months | ReleaseMyAd Media Pvt. Ltd. | Sep ’2014 to May ‘2015 |
| Search Engine Optimization Analyst | 2 Years | Karmick Solution Pvt Ltd | Aug ’2012 to Sep’2014 |
| Webpage Developer | 3 Months | Apex Consultancy | June ’2012 to Aug ‘2012 |

\*\* 2 years Freelancing experience , Present client from Home interior and Medical devices categories.   
During my work tenure I have worked on the following categories : under ecommerce website  
 ( Jewellery, cloths, Sports Equipment, Home Décor, Health Drink)  
Normal website ( Professional training, Real estate, Medical therapies, Astrology, extracurricular activities training,Journal publisher, etc..)

**KNOWLEDGE PURVIEW**

Internet Marketing (Off Page & On Page SEO, Pay Per Click Campaign management (PPC)

Through organizing research and surveys I deliver the following services:

* PPC Account Audit.
* Defining campaign strategies and layout.
* Advanced keyword research and selection.
* Identify landing pages that convert.
* Implement campaign conversion tracking.
* PPC account settings.
* PPC bid management .
* Campaign assessment and recommendations for further new implementation.
* Creative testing and account optimization.
* Display Network Campaign.
* Youtube video AD.
* Remarketing campaign implementation & optimization.
* Gmail Ads Promotion.
* Campaign performance improvement strategies.
* Client’s & competitor’s website analysis.
* Monthly Performance Report Sending.
* Digital Marketing Client Proposal Making (Pre Sales).

**Personal Details:**  
Date of Birth : 16th December 1987

Sex : Female.

Father’s Name : Biswanath sarkar .

Languages known : English, Bengali and Hindi.