



PRIKSHIT RANA

Digital Marketing Specialist

Profile

I am a Google AdWords Certified Professional and have extensive experience in Google Analytics and Webmaster. I have been managing clients, teams of Bidders, SEO, SMM, ORM, and PPC Experts who are responsible for setting up and managing PPC campaigns on Google, Yahoo, Bing, and several other tier 2 platforms and accountable for tasks such as keyword research, ad grouping, writing ad copy, making recommendations on landing pages, and PPC Campaign Setup, Maintenance & Monitoring.

Work Experience

2018
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2024

- Currently working as a freelancer for the last six years, and my main strengths are SEO, Google Adwords, Facebook, LinkedIn, and App Marketing.

2016
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2018

- Worked with Netsmartz llc as a PPC project manager and handled a team of 8 people with project deliveries from Dec 2016 to Jan 2018.

2013
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2016

- Worked with Satguru Technologies (Mohali) as a Project manager for all marketing and business operations since Nov 2013 to Nov 2016.

2012
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2013

- Worked as an SEO Executive at Deftsoft Pvt Ltd (Mohali) from October 2012 to November 2013.

Skills

- Ability to establish and work in a team
- Strong willingness to learn new skills and abilities and observe perception
- Acumen for taking responsibility and interpersonal skill.
- Good understanding of maintaining web portals, Affiliate and online marketing.

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Education

Post Graduate in M.C.A
with a 70%.

Graduated with a BSc in
Computer Science from
G.N.D.U.

Expertise

- Team Management
- Affiliate Marketing
- Facebook Management
- Website Optimization
- Lead Generation
- Competitor Analysis
- Market Research
- Marketing Tools

Language

- English
- Hindi