


## • Contact

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# Amber Saxena

## Digital Marketing Manager

## • Skills

PPC Manager

Performance Marketing

Social Media analytics

Data Analytics

Google Analytics

SEM Strategy

Web Analytics

Marketing Strategies

Mobile Marketing

Online Marketing

Passionate Digital Marketing expert who Leverages Proven Search Engine Techniques to Accelerate High-ROI Strategies and Campaigns Extremely knowledgeable in campaign strategy development, account structure, Data Visualization, management tools, and advanced optimizations methodologies and techniques. Strong diverse background in search, internet marketing, website designing, social media, internet, digital media, and multi-channel online marketing campaigns. Understands business drivers & client objectives/goals in relationship to digital media & search engine marketing. Well versed with Google Ads, Facebook Ads & Data Analytics. Account Set-up & Optimization Keyword Research & Bidding Ad Copy Optimization Facebook Advertisement Youtube & Video Advertising App Install Campaigns App Search Optimization RLSA & Remarketing Campaigns Building Bid Strategies Social Media Marketing A/B Testing Display Campaigns Designing Optimizing App campaigns Reduce CPC Improve CTR% Boost Conversions Value Offered PPC, SMM & SEM Strategy Development – work across industries to apply integrated PPC, SEM, and Social media strategies that maximize e- business potential, increase brand value, improve financial performance, and enrich customer satisfaction. Rollout PPC Campaigns – Build campaigns to generate leads, direct sales, and build brands. Provide intergraded management, analysis, optimization, and reporting to develop successful PPC campaigns with emphasis on ROI. PPC Competitive Research - Utilize competitive analysis tools to gain leverage & insights across areas of keywords, content, and website strategies for businesses intelligence and effective campaign management. Amazing Keyword Strategies - Leverages hands on experience and common-sense approach to keyword research, keyword strategy development, & keyword bidding. Using first-rate technologies to facilitate development and implementation of value-added keyword grouping. Audit & Optimize PPC Campaigns– Conducts audit while devising strategies & processes to optimize all facets of a paid search

campaign, from identifying missed opportunities, improving quality scores, & conversion rates to working with various departments and team members to implement techniques, AB Tests, & generate required optimized content. Google Analytics Reporting & Consulting - provides data analysis with valuable insights to support PPC and SEM efforts and goals. Uses data to boost sales, increase leads, and answer questions that help improve campaign, keyword, website results & ROI. Use analytics to devise methods to generate conversion improvements across campaigns, ad groups, keywords, landing pages, and other areas.

## • Work History

2021-11 -  
Current

### Online Marketing Manager

Dealshare, Bangalore, KA

- Responsible for Handling Mobile, SEM Campaigns on Google and Facebook
- Working on App campaigns & ASO, in-app action campaigns which has lead to increase in signups approximately by 160%
- Worked on Google Analytics for analyzing sales funnel
- A/B testing different structure of campaigns in both Google and Facebook ads.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Monitored return on investment of online and social media marketing efforts.
- Tracked and capitalized on emerging industry trends to boost campaign performance.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.

- Directed marketing projects through conceptual planning, schedule management and final implementation.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.

2019-11 -  
2021-11

## **Asst. Manager**

Weddingwire, Gurgaon

- Responsible for Handling Mobile, SEM Campaigns on Google and Facebook
- Handling both B2B and B2C side of business
- Worked on Kenshoo for improving results
- Working on App campaigns & ASO
- Tools used are Google AdWords, Facebook ads, Apple search ads
- Worked on Google Analytics for analyzing lead/sales funnel
- Have worked on data visualization tools like Google Data Studio, MS Excel and Google Sheets
- Handling Paid Social Media Marketing on Facebook & Instagram
- Have designed Unbounce Landing pages
- Have worked on data visualization tools like Google data studio
- Have worked on Google Slides and MS PPT for presenting data/insights
- Have Worked on Product CRM for understanding customer lifetime cycle.

2015-06 -  
2019-10

## **Senior Analyst**

Accenture, Gurgaon

- Responsible for monitoring the campaign's performance, meeting objectives along with the client's business objectives
- Tracking of competition activities and identifying new areas where client could advertise

- Analyzing client account and suggesting ways to improve performance of the account & client goals
- Communicating proactively with the client about the account & areas of opportunity to increase account growth
- Creating ad words editor friendly reports for the client which can be implemented immediately.

2014-04 -  
2015-05

## **Digital Consultant**

Unyscape Infocom Pvt Ltd, Digital Marketing Agency, Gurgaon

- Online Marketing
- Responsible for Handling Mobile, SEM & Display Campaigns on Google
- Responsible for Budgeting & Quarterly targets
- Google Analytics: Deep dive into data to identify patterns and develop optimization models to improve ROI
- Working Closely with teams i.e., Product, Technology, Design on a regular basis to improve conversion rate for website
- Responsible for monitoring the campaign's performance, meeting objectives along with the client's business objectives
- Handling Social Media Marketing on Facebook
- A/B Testing of Landing page to increase the conversion rate.
- Collaborated with teams to define, strategize and implement marketing and web strategies.
- Analyzed problematic areas to provide recommendations and solutions.

2011-04 -  
2013-05

## **Assistant manager**

Kotak Mahindra Bank Pvt. Ltd, New Delhi

- Sourcing of Platinum and Signature Credit Cards and Accounts from Open market and Cross Sell to HNI customers
- Sourcing HNI customers via major corporations

- Revenue generation through cross Sell of Savings Account, Privy and Insurance products to Premium HNI customers.

## • Education

|                      |   |
|----------------------|---|
| 2002-04 -<br>2003-04 | <b>10th</b><br>St Pauls School                |
| 2004-04 -<br>2005-04 | <b>12th</b><br>RKVM School                    |
| 2005-04 -<br>2009-04 | <b>B.E: Computer Science</b><br>IITM          |
| 2009-04 -<br>2011-04 | <b>MBA: Marketing</b><br>EMPI Business School |

## • Certifications

Google Ads Individual Qualified

Google Analytics Certified

Facebook Ads Certified

Kenshoo Search Certified

Doing SEO Certification