



Pankaj Sharma

Digital Marketing Manager: Social Media Marketing | Google Ads

Manager – SME, SMO & PPC Specialist, offering **over 10 years'** experience in conceiving & implementing ideas that have fuelled market presence and driven revenue

Versatile, high-energy driven professional with exposure in synergizing business, marketing and creative goals towards managing business operations & meeting top / bottom-line objectives

Profile Summary

- **Social Media and Google AdWords Specialist**, with rich experience in Planning and executing of Digital Marketing Strategies in B2B and B2C sector.
- **Expertise in Lead Generation, Conversion Ads, Brand Awareness and Increasing ROI** through Digital Marketing campaigns.
- **Planning, Execution and optimization of all the Google Ads & Social Media campaigns.** Target to increase website visitors, Creation of landing pages, & A/B Testing and so on.
- Developing and monitoring of the Budget and segregation as per the Digital Platform and Ad campaigns.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- **Leadership** and Team Building – To Guide and motivate the team, Job assignments, Team Reporting and Performance Monitoring.
- Communication and coordination with Management, Sales & Marketing and other Departments for Business strategies, Promotional Activities and new goals.
- Worked on tools like **Google Analytics, Google Search Console, Google Keyword Planner and other Free & Paid Tools.**
- Analyzed keywords from Google keyword Planner and other Tools and used **Google Analytics & Web Trends** for conducting competitive analysis to identify improvements as well as **increase visibility** and rankings
- Expert at managing data validation & consolidation; developing Brand Awareness strategies, implementing and evaluating marketing campaigns **using data analysis techniques**
- An effective communicator with excellent team building relationship management, interpersonal and negotiation skills

Highlights:

- Conferred with **Excellence Award** in Digital Marketing.
- Successful Set up & Optimization of Paid Campaigns and Generated **220% ROAS through Google Ads (PPC) and Social Media Campaigns.**
- Drove **69% increase in sales** in just 4 months through Digital Media Advertisements & Promotional Activities.
- Expertise in **creating perfect Landing Pages** to maintain Good Quality Score which is helpful in reducing the CPC.
- Website Optimization with relevant Keywords and improved formatting and readability & **reduced bounce rate from 62% to 34%.**
- Skilled in the Competitors analysis and strategize the Target Audience to maximize Conversions through Remarketing Campaigns and Email Marketing Templates.
- Designed a customized website, PPC, Social Media & You Tube campaigns and unpaid campaigns to promote executions that contributed to an overall revenue growth.
- Analyzed detailed data including Cost-Per-Click (CPC) impressions, Click-Through-Rate (CTR) and conversions to reach desired Cost Per Acquisition (CPA) levels, increase Return on Investment (ROI) and lead generation.

Skill Set

Google Ads / PPC

You Tube Ads / Display Ads

Social Media Marketing – Facebook / Instagram/ Whats APP/Linked in

Google Analytics

Email- Marketing

Lead Generation

Landing Page Creation

Search Engine Optimization

Keyword Research & Analytics

Research & Strategizing the Target Audience

Competitor's Analysis

Campaign Budgeting & Optimization

Online Branding & Promotion

Team Building & Leadership

Work Experience

Since Oct.19 with Maharani Innovative Paints Pvt. Ltd., as Digital Marketing Manager - Social Media & Google Ads (PPC) Specialist

- **Work Profile:** -
- Expertise in Planning, Execution & Optimization of all type of Campaigns on the various Digital Platforms, Like **Google, Facebook, Instagram, LinkedIn, Whats App, & You Tube.**
- Decision Making regarding the implementation of **new Digital Marketing strategies** and other Improvements which can help in the growth of the Organization.
- **Prepare the Budget** for the all the Digital Marketing campaigns and segregate as per the Digital Platforms and Ad campaigns.
- Maintain **Company's Brand reputation and Social Media Presence** across all digital and Social Media channels.
- Design and execute the **Lead Generation campaigns** to increase the sales through **social Media and Google Ads.**
- Measure and report of all digital Marketing campaigns and asses against Goals. (ROI & KPI)
- Administered all Digital Marketing campaigns that eventually generated 66% increase in Web Traffic in just 5 months.
- **In depth Competitor's Analysis** and apply new strategies which can help the Organization to achieve new heights.
- **Research and Strategize the Target Audience** as per Demographics, Interests, Locations and other parameters.
- **Implementation of Tracking codes** through **Google Tag Manager** on Website, Landing Pages, & Thankyou Pages. And **Facebook pixel** to track events and leads.
- Creation of perfect **Landing pages** to increase the conversion and always try to maintain **Quality score** to generate maximum ROAS.
- Planning & execution of **Remarketing Campaigns** to maximize the Conversions and **AB Testing** to get better results from the **Social Media campaigns.**
- Regular Posts on Social Media Networks as per the **Social Media Calendar** to create Brand Awareness and engagement with the visitors.
- Designing of Creative Ads, Banner Ads, Display Ads and Video Ads with the help of Designing team for Brand Promotions.
- Develop and creation of effective campaigns on similar & **Look Alike Audience** to get better results.
- Website visitors traffic Data Analysis through **Google Analytics** and Other analytical tools
- Managing **Online Reputation** of the company and resolve the queries and answer the comments of the viewers.
- Design **Email Marketing Campaigns** and Send Bulk Emails to the Targeted Audience and Website visitors.
- Integrate the landing Pages with Email Marketing Software and use of Other Tools & Techniques.
- Content Creation, Writing the Ad copies for Facebook & Google Ads, Email Marketing Content and creative designing of banner ads.
- **Website Optimization** and maintain the **UI/UX** which can increase the website traffic flow.
- Managing and Guiding the Team, assigning them their tasks, reporting and measure their performance.
- Communication & Coordination with various departments like- Sales Team, Call Centre Team, IT Team & Graphic Designing Team and strategize the future plans for the Growth of the company.
- Implement marketing and promotion tactics that led to growth in website traffic from social media posts and effectively increasing followers and driving brand awareness.
- Monitor Online presence of company's brand and engage with users strengthening customer relationships

Dec.2016-Aug.2019, with Planetcast Media Services Ltd., Noida as Digital Marketing Manager - Social Media & PPC Specialist

Key Result Areas:

- Planning, Execution and Optimization of all the Digital campaigns and prepare the budget on monthly and quarterly basis.
- Increase the sales revenue by generating leads through Google Search Ads and Social Media Ads.
- Spearheading a team of 4 Executives for developing, implementing and executing marketing initiatives and activities for the organization including campaigns (social media, AdWords and SEO)
- Implementing brand marketing plans to achieve successful sales, market share, and profitability for the organization
- Managing budgets & execution of online marketing by using Google AdWords, Social Media Platforms, and Google Analytics
- Communications with all the concerned departments for the promotion and sales strategies.
- Designing the creatives with the help of Designing team and manage all the media content.
- Maintain the Company's Social Media presence on all social Networks and resolve the queries of customers.
- Supervising the team for content writing and other core SEO, SMO and PPC activities; allocating projects to team members, managing project details and monitoring execution of projects from conception through completion
- Acting as a Social Media & Google AdWords Specialist to devise SEO strategy & Google organic traffic building plan
- Assessing & analyzing content, link architecture and navigation issues; liaising with content team to create high-quality content

- Generating campaign update reports through website, landing pages, microsites and evaluation of KPAs
- Performing test and analyzing the performance of PPC campaigns to determine efficiency and effectiveness
- Advancing online presence (including enhanced content, reviews and distribution) to maximize conversion
- Researched on target keywords, competition analysis, back link creation and implementation of other strategies for On Page & Off Page SEO parameters to get higher ranking of the company in Google search engine
- Liaising with Strategic Marketing Team to formulate the digital marketing strategy
- Identifying & contacting prospective and existing clients through Email Marketing; sharing company portfolio and credentials
- Assisting the top management in online bidding, promotions and ad campaigns; reporting the management about the online visitors and daily ranking of website and Ad campaign status

Nov'15 - Nov'16 with Arise India Ltd., Delhi as Social Media Associate - Social Media & SEO - Digital Marketing

Key Result Areas:

- Worked as Social Media Associate and managed social media campaigns and day-to-day activities including online advocacy, editorials, community-outreach efforts, promotions, etc.
- Modify the entire website content according to targeted keywords and SEO parameters
- Developed integrated social media strategy to boost website traffic; implemented link building strategy to attract the visitors on website
- Optimized Search Engine Marketing (SEM) campaigns through effective keyword generation and ad copy writing, analysis of search query reports, implementation of bid changes and landing page tests, etc.

Highlights:

- Received Best Employee of the Year Award
- Handled presence in social networking sites including Facebook, YouTube, Twitter and other similar community sites; posted on relevant blogs, and seeded content into social applications as needed

Previous Experience

Jun'13 – Oct'15 with Steamline Industries Ltd., Ahmedabad as Asst. Manager - Marketing

May'10 – Apr'13 with Federation of Universities (IBS-Marketing), Delhi as Team Leader

Education

- **PGDM (Marketing & HR)** from SBS, Pune in 2010
- **MA (Political Science)** from Rajasthan University in 2003; *qualified UGC NET in Political Science*
- **BA** from Govt. College, Shahpura in 2001

Extracurricular Activities

- Winner of several prizes in Essay competitions, in Debate competitions at college level and inter-college competitions
- Got 1st prize in Carom Championship
- Headed the Fashion Show in SBS, Pune

Personal Details

Date of Birth: 2nd May 1981

Languages Known: English, Hindi and Rajasthani

Present Address: H. No. C-189/A, 1st Floor, Near D-Park, Pandav Nagar, New Delhi – 110092

Permanent Address: Near Girls College, Ganga Market Shahpura, Jaipur - 303103, Rajasthan