



Gourav Kumar

Google and Facebook Ads Expert

Profile

Ambitious, self motivated, passionate individual seeking for a full time position where I can to fully utilize my training and skills, while making a significant contribution to the success of the company.

Employment History

Digital Marketing Executive at CSSHouse Consulting, Mohali

2019

- Create Run and Manged Google and Facebook ads Campaigns
- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI
- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools
- Create and execute social media strategy, track success metrics, channel planning, creative development, writing social copy, social content calendars, and community management - Optimize campaigns for growth across all priority social platforms to achieve social community KPIs.
- Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

Education

Bachelor of Computer Science, Punjabi University Patiala, Chandigarh

2015 – 2017

Details

Chandigarh

India

auditseoexperts@gmail.com

Skills

Google AdWords

Facebook Ads

Instagram ads

Google Adsense

Google Search Console

Social Media Marketing

Keyword Research

Tiktok

Figma

Adobe Photoshop

Adobe Illustrator

SEO