**MANISHA GUPTA**

**PPC Campaigns | Google ads | Facebook ads | Campaign optimization**

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**Address:** 121/1, Sector 4, Noida, Uttar Pradesh 201301.

**CAREER OBJECTIVE**

A highly motivated and results-oriented digital marketing professional with X years of experience in managing and creating PPC campaigns on Google Ads and Facebook Ads platforms. Seeking a challenging position to leverage my expertise in developing targeted ad strategies, optimizing campaigns for superior performance, and generating strong ROI.

**ACADEMIC QUALIFICATION**

* Bachelor of Science (B.Sc.) in 2023
XYZ University, 7.5 DGPA
* Intermediate (MPC) in 2020,
ABC Girls Jr College, 8.1 CGPA
* Secondary School in 2018
LMN Public School, 8.2 CGPA

**PROFESSIONAL SKILLS**

* PPC Advertising Campaign Management
* Targeted Ad Campaign Development
* Budgeting and Performance Tracking
* Campaign Optimization
* Trend Analysis in PPC Advertising
* PPC Campaign Reporting
* Analytical and Problem-Solving Abilities

**INTERSHIP EXPERIENCE**

***Marketing Intern, DEF Digital Agency, Noida
(May 2022 - July 2022)***

* Managed and created PPC campaigns on Google Ads and Facebook Ads platforms.
* Developed targeted ad strategies to pinpoint the desired audience effectively.
* Set and managed budgets for multiple campaigns, ensuring cost-effectiveness.
* Monitored and optimized ad campaigns to achieve superior performance.
* Kept up-to-date with the latest PPC trends to apply best practices in campaign management.
* Prepared detailed reports on campaign performance metrics for the marketing team.
* Utilized strong analytical skills to solve complex problems in campaign management.

**CERTIFICATIONS**

* Google Ads Certification
* Advanced Facebook Ads

**PERSONAL INTERESTS**

* Staying updated with the latest digital marketing trends
* Blogging about technology and marketing
* Photography and graphic design

**PERSONAL DETAILS**

Father’s Name : Vika Gupta

Date of birth : 12th Oct 2001

Gender : Female

Nationality : Indian

Marital Status : Unmarried

Languages Known : English & Hindi

Hobbies : Sketching, Blogging & Gardening

**DECLARATION**

I affirm that the information provided here is true to the best of my knowledge and belief.

Place:

Date: Signature