

## NISHI GUPTA

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Shakarpur, Laxmi Nagar  
New Delhi-110092

### Career Objective:

Keeping in view my academic knowledge, performance, and skills, I wish to grow my career as a PPC Manager in your organization, offer my best to organization & grow with it to a more & more responsible position.

### Educational Qualification:

Course	School/college	Board/University	Year of Passing	Marks Obtained
BMS 3 <sup>rd</sup> Year	Arcade Business College Patna	Magadh University Bodhgaya	2019	64%
12 <sup>th</sup>	R.N.T.S College Morsand, Sitamarhi	BSEB Board Patna	2016	65%
10 <sup>th</sup>	R.D High School Morsand, Sitamarhi	BSEB Board Patna	2014	74%

### Technical Skills:

- **Pay Per Click Executive (PPC)**
  - Basics of digital marketing, including different channels, terminologies, and concepts
  - Google Ads (create and manage campaigns, ad groups, keywords, ad copies, and bidding strategies).
  - Keyword Research Using Google Keyword Planner Tool.
  - Ad Copywriting (crafting compelling ad copies that not only grab attention but also encourage clicks and conversions).
  - Ad Creative Design: Basic graphic design skills for creating visually appealing ad banners or images that align with the campaign goals.
  - Understand bidding strategies, such as manual bidding, automated bidding, and cost-per-click (CPC) optimization, to achieve the best results within your budget.
  - Google Analytics to track the performance of your campaigns and metrics like click-through rate (CTR), conversion rate, and return on ad spend (ROAS).

- Set up and analyze A/B tests for different ad elements, such as headlines, descriptions, and landing pages, to optimize campaign performance.
- Create effective landing pages that are aligned with your ad campaigns. Familiarize yourself with concepts like call-to-action (CTA), page load speed, and mobile optimization.
- Display advertising and remarketing campaigns to reach users who have already engaged with your brand.
- Basic understanding of platforms like Facebook Ads, Twitter Ads, or LinkedIn Ads can be beneficial.

**Certificates and Achievements: -**

- Certificate for Completion of **Google Fundamental**.
- Certificate for Completion of **Google Analytics**.

**Computer Skills:**

- Sound Knowledge of Ms-Word, Ms- Excel, Ms-Power.
- Well experienced with use of internet.

**Projects:**

<b>Project Title</b>	Auto motors
<b>Website</b>	<a href="http://Profitbyppc.com">Profitbyppc.com</a>
<b>Project Detail</b>	Create own site Done SEO On-page, SEO off-page optimization and PPC

**Working Experience:**

- 4-month training in Digital Marketing from [The Digital Education Delhi](#).
- ABC Company - PPC Executive (Mention Work Exp.)

**Personal Profile:**

**Name** : Nishi Gupta  
**Nationality** : Indian  
**Religion** : Hinduism  
**Date of Birth** : 11-Oct-1996  
**Languages Known** : Hindi and English  
**Interest in** : Reading Books

**Declaration:**

I hereby confirm that the information given above is true to my knowledge and belief.

Date:

(Nishi Gupta)