

Assignment in Digital Marketing, Brand Management and Channel & Campaign Management

To make a sound position in corporate world and work enthusiastically in team to achieve goals of the organization with devotion and hard work which would also lead in my own development in growth

PROFILE SUMMARY

Email /SMS	Affiliate Management	Campaign Management
Digital Marketing	CPL	Internet Brand Marketing
CPM	CPR	Online Marketing

- Solutions-focused, meticulous, and result-oriented professional with 5+ years of a successful career with diverse roles distinguished by commended performance and proven results
- Currently associated with Optimise Media, Gurgaon as CPL Account Manager, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Brand Management and Channel Management for Domestic Campaign domains.
- Proven track record of excellence with sound exposure to CPL, CPM Campaigns, Google Analytics.
- Successfully designed launch campaigns in Ecommerce, Health, BFSI, Automobiles and Education Domains.
- An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.
- Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning.

CORE COMPETENCIES

- Devising web-marketing strategies that have elevated brands from relative obscurity generated leads/revenue and increased profits in competitive markets.
- Developing content initiatives to launch blogs, video content and social media profiles in order to generate thought leadership and significant inbound marketing results.
- Analyzing and Researching keywords related to client's website through keywords research tool.
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings.
- Ensuring continued success of Pay per Click (PPC) lead generation, delivering strong profits and Return on Investment to the business.
- Ensuring Continued Success of Cost per Lead (CPL) and Cost per Mailer (CPM) by delivering strong Profits.
- Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.

ORGANISATIONAL DETAILS

27th July'22 till date

Organization Name: - Optimise Media(India)

Job Profile:- Assistant Manager(CPL)

Key Responsibilities: -

- Requirement Gathering from Client end, cross check, and coordinate with Operation team for Successful delivery of campaigns.
- Identify, finalize new prospects, and maintain relationship with all stakeholders to run these profitably.
- Propose potential business deals by contacting potential partners, discovering and exploring opportunities.
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23rd Aug'21 to 25th July'22

Yellow MarsMedia

Job Profile: - CPL Account Manager

Key Responsibilities: -

- Managing the CPI, CPR, CPA offers and their publisher, getting new affiliates on board as per the need of traffic in campaigns, Analyzing affiliate's traffic source and their performance
- Responsible for establishing new relations and maintaining old relations of the company with publishers as well as clients.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Assisting the company's business development team in developing proposals within the digital marketing segment.

25thFeb'19 to 20th Aug'21

ADZ Junction Media, Gurugram

Job Profile-CPL Delivery Manager

Key Responsibilities:

- Support a client Success team that is responsible for managing Digital Media Campaigns.
- Responsible for All India media buying operations for ADZ Junction Media lead & branding campaigns.
- Responsible for establishing new relations and maintaining old relations of the company with publishers.
- Responsible for creating Media plans for the team and ensuring compliance with those media plans.

1st January 2018 - 31 January 2019

Polyvalent Digital Services,

Gurugram 1st January 2018 - 31 March 2018 - Digital Marketing Intern.

1st April 2018 - 31st January 2019 - Campaign Manager

Executive Key Result Areas:

- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and Micro Site development, newsletter marketing and all agency deliverables.
- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards.
- Assisting the company's business development team in developing proposals within the digital marketing segment.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management.
- Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analysing efficacy and Return on Investment (ROI) of all brand management events.
- Handling day-to-day Search Engine Marketing (SEM) activities including Cost Per Lead (CPL) and Cost per Mailer (CPM), campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns.

- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result-oriented matrices of cost per click.
- Assisting the Senior Campaign Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility

Highlights: -

- Successfully designed launch campaigns in E-Commerce, Health, BFSI, Education Domains.

ACADEMICS DETAILS

- B.Tech (Electronics Communications and Engineering) from University Institute of Engineering and Technology, M.D.U Rohtak, Haryana in 2018 with 72 %
- Diploma in Electronics and Communication from Chhotu Ram Polytechnic, Rohtak in 2015 with 71%.
- Metric from HBSE with 92%.

IT SKILLS

- Basic Knowledge of MS Office, Google Analytics, and Internet Applications.

PERSONAL DETAILS

- Date of Birth: 26th July 1996
- Gender: Female
- Marital status: Married
- Father's Name: Sh. Somnath Miglani
- Interests: Dancing, Listening to Music
- Current Location: Gurugram, Haryana

