

# Work Experience



## VISHVENDRA SINGH

AMAZON ADVERTISING  
SPECIALIST/DIGITAL MARKETER

Total 5 Years of Experience in Digital Marketing field distributed as

3 Years of Experience in Ecommerce (Amazon advertising and DSP)

2 years Experience in Google SEO and Social Media Optimization.

### Expert Skills

Keyword Research ●●●●●

Amazon PPC ●●●●●

Campaign Management ●●●●●

### Contact

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 Agra, Uttar Pradesh, India

#### AMAZON DSP SPECIALIST

*JUNE 21- CURRENT, BUY BOX EXPERTS*

- Creating DSP Orders, Line Items, Creatives & Audiences
- Preparing Budget and Strategy for Clients
- Preparing reports, performing market and competitor analysis
- Analyze Performance data for the campaigns and provide Practical Solutions
- Helping PPC team.

#### AMAZON MARKETPLACE SPECIALIST

*June 20- July 21, DSPL(Comfort Click)*

- Creation and Management of Amazon PPC Campaigns( including Sponsored products, sponsored brands, sponsored Display)
- Analyze Performance Data for each campaign and provide Practical Solutions
- Performing Market and Competitor Analysis using different tools like Brand Analytics, Helium 10.
- Performing Keyword and Product Targeting research.
- Performing SEO
- Communicate with different teams for planning and development of strategies for the campaign
- development to gain maximum output from the product.
- Managing the Team of 3 people

#### DIGITAL MARKETING SPECIALIST

*FEB 2019 TO JUNE 2020, MOSAIC CREATIONS*

- Creation and Management of Amazon PPC Campaigns( including Sponsored products, sponsored brands)
- Analyze Performance Data for each campaign and provide Practical Solutions
- Maintaining the ACOS and increasing sales through PPC
- Handling social media
- Preparing SEO report for client's website

#### DIGITAL MARKETING EXPERT

*Vivacious Solutions/RV solutions 2017 to 2019*

- Performing SEO on customer's website
- Creating Unique Creative for Social media
- Developing content for websites
- Perform PPC for clients
- Performing Paid Social Media Promotion

# Achievements

- In Spain market, increased the sales from 72K Euros to 132K Euros
- PPC sales Grew from 101k Euros to 193K Euros for France Market, Overall Market growth by 120%
- Awarded with Ownership Award in Comfort click
- Offered team lead position in DSPL( Comfort Click)
- Promoted to country manager in Mosaic Creation
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# SKILL SET

- Campaign Management
- PPC
- SEO
- Keyword Research
- Market and competitor analysis
- Excel
- Report creations
- Social Media Optimization
- Data Analytics (Learning)

# EDUCATION

## High School & Senior Secondary School

- K.V No1 Air force Station Agra

## Certification Programs

- Digital Marketing (Techno Buddy)
- Google Adwords (Google)
- Google Digital sales (Google)
- Google Analytics (Google)
- Amazon Advertisement (Amazon)
- Google Data Analytics (google, Perusing)

## Degree Program

- BE, Computer science (dropped out 3rd year)(2016)