

Megha D

Digital Marketing Executive

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Passionate Digital Marketing Executive with 3 Years of experience in the digital marketing and advertising industry. Skilled in Search Engine Optimization, Search Engine Marketing, Google Ads, Facebook ads, Google Analytics, and Google Tag Manager.



Skills

- **Primary Skills:** HTML, JavaScript, RegEX, Google Ads, Google Analytics, Google Data Studio, Google Tag Manager, Facebook Ads.



WORK Experience

15/07/2020- 31/01/2022 **Digital Marketing Executive** eMpulse global Research and Analytics, Bangalore

- Creating Campaigns on Digital Channels for Business Based on the Canada Market & Strategize the Optimization of Key Performance Metrics Using Data-Driven Analytics.
- Perform Daily Account Management & Optimize PPC Accounts on Search Engine like Google.
- Assist in Maintaining & Monitoring of Keyword Bids, Daily & Monthly Budget Caps, Impression Share, Quality Score, Click Through Rate, Conversions & Other Important Account Metrics.
- Provide Creative Ad Copy Suggestions & Display Ad Templates.
- Provide Recommendations & Execute Strategies for Keyword Opportunities, Campaign Structuring, Targeting, Display Network, & Other Facets of Paid Search in Accordance with the Business Objective.
- Monitor & Administer Web Analytics Dashboards, Reports & Key Reporting Tools, to Point out Key Areas of Importance in Accordance with Client Goals.
- Worked on internal websites for making strategies of SEO execution of On-Page and Off-Page optimization.
- Worked on CMS tools like WordPress.
- Worked on UI development team on designing the UI for website which is built html, CSS, Bootstrap, and JavaScript.
- Regular posting, monitoring of social media posts - Maintaining social media presence across Facebook, LinkedIn, Instagram and Twitter.
- **Tools & Technologies:** Google Ads, Google Analytics, Page Speed Insights, Google TagManager.

14/04/2019- 31/04/2020 **Digital Marketing Analyst** KL0c Technologies Private Limited, Bangalore

- Planning and execution of On-page and Off-page optimization.
- Launched an SEO campaign that targeted high volume and long-tail keywords.
- Regular posting, monitoring of social media posts - Maintaining social media presence across Facebook, LinkedIn, Instagram and Twitter.
- Handled Google Analytics, Search Console, Tag Manager.

- Tracking and reporting customer traction and engagement.
- Worked on CMS tools like Shopify.
- Creating the social media posts using Canva.

15/11/2018- 31/02/2019 **SEO Executive** D2V Software Solutions Private Limited, Bangalore

- Planning and execution of On-page and Off-page optimization.
- Handled Google Analytics, Search Console, Tag Manager, and Tracking and reporting customer traction and engagement.
- Regular posting, monitoring of social media posts - Maintaining social media presence across Facebook, LinkedIn, Instagram and Twitter.
- Creating Campaigns on Digital Channels for Business Based on the Australia Market & Strategize the Optimization of Key Performance Metrics Using Data-Driven Analytics.



Education

Graduation: BE, Computer Science (2014-2018)

University: Jawaharlal Nehru Nation College of Engineering, Shimogga



Languages

Kannada

English

Hindi



Interests

Self-Motivate

Positive Minded

Ability to face the problems