

RUPAL KAUSHAL

Media Buying (Digital Marketing)



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Jaipur

EXPERIENCE

Digital Marketing (Media Buying)

Webcontxt India Pvt. Ltd.

06/2018 - 08/2019 Jaipur

- Managing all Social Media Advertising campaigns (Facebook, Twitter, LinkedIn, Taboola, Quora and Snapchat).
- Managing all Google Adwords Advertising campaigns (Search, Display, Video and Shopping)
- Responsible for continuously analyzing and optimizing a portfolio of 150 Google Adwords campaigns totaling INR 600k/month in spend.
- Responsible for continuously website analysing from Google Analytics and providing necessities data analysis.
- Responsible for providing Keywords Bank to content writer for website content.

Digital Marketing (Intern)

Tag Accessories

09/2017 - 05/2018 Jaipur/Delhi

- Making online campaigning's for the seller so that the end customer will get the best overview and knowledge of the product that they are buying on amazon.
- Uploading of products and maintaining of inventory of the online selling products.
- Managing and scheduling of products booked by the customer through digital platform.

EDUCATION

Master of
Commerce
(EAFM)

S.S Jain Subodh College

03/2012 - 03/2014

GPA

3.0 / 5.0

SKILLS

Social Media Advertising

Google Adwords (PPC)

Google Analytics

Media Buying Planning

Search Engine Optimisation

FIND ME ONLINE

 **LinkedIn**
/rushkau

 **Facebook**
/rushkau

 **Instagram**
rushkau

CERTIFICATION

**Certified Digital Marketing
Consultant form Delhi School
of Internet Marketing (DSIM)**

Google Certified Professional.

**Facebook Certified
Professional.**

PASSIONS

 **Cricket**

 **Travelling**

 **Technology**

MY LIFE PHILOSOPHY

"Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble."

– Ian Schafer

PERSONAL DETAILS

Information

- Farther's Name : Kaushal Sharma
- Mother's Name : Renu Kaushal
- Marital Status : Single
- Date of Birth :- 7th May 1992
- Nationality : Indian
- Location :- Jaipur