



Ragini Kumari

Performance Marketing Specialist

Ernakulam, Kochi, India
8075902440 · raginikumari91424@gmail.com

Date of birth

14/12/1998

Skills

Facebook Ads

Bing Ads

Zapier Integration

Social Media Management

Google Shopping Ads

Google Merchant Center

Google Search Ads

Google Display Ads

Youtube Ads

Linkedin Ads

Google Analytics

Google Tag Manager

Languages

English

Malayalam

Hindi

Profile

An experienced paid media specialist who worked with top-tier clients like Malayala Manorama, Toyota, Blossom & much more, through different digital marketing agencies in India & Canada, which shows that I can thrive in a fast-paced agency or company. I'm dedicated to making sure my clients succeed and stay on top of the latest strategies in digital marketing.

Employment History

Performance Marketing Specialist, Audento Digital, Ernakulam

July 2022 — September 2023

- Conceptualized and executed multi-faceted, multi-channel marketing campaigns that consistently surpassed client expectations
- Create strategies for leadgen & branding in different channels (Facebook ads, Linked In Ads) for clients across different industries
- Own complete budgets & Return On AD Spends from performance marketing, and new channels to maximize full-funnel performance.
- Provide recommendations, execute strategies & opportunities, campaign structuring & targeting of paid search in accordance with the client.
- Designed and executed multi-channel marketing campaigns that consistently exceeded client expectations.
- Experimenting new growth ideas & working on A/B testing with different client accounts.
- Perform daily account management and Optimize campaigns of each channels for the best result .
- Analyze the performance & provide recommendations for more leads/sales. Work with different internal partners to get the best results.

Intermediate Paid Media Specialist, Techwsye IT Solutions (Advertising Agency) , Ernakulam

March 2020 — July 2022

- Experimenting new growth ideas with different client accounts.
- Handle a team of 5-6 members which includes taking up client account responsibilities assigning work, reviewing & implementation.
- Working on setting up Service/Product Ads & Google Shopping Ads on Google.
- Create & optimize lead generation campaigns in Meta ads.
- Handling day to day tickets raised by clients.
- Optimize campaigns of each channel for the best result.

- Conduct keyword research and develop ad copy for Ad Words and Bing Ad.
- Provide recommendations and execute strategies & opportunities, campaign structuring & targeting of paid search in accordance with client
- Work on different reports and analysis to serve the customers with best information to help them spend more

Education

Bachelor of Computer Application, CET College of Management Science and Technology, Airapuram, Ernakulam

May 2016 – May 2019

Higher Secondary, Arafa Public School, , Ernakulam

May 2014 – April 2016

Certificates

Google Search Ads

Google Shopping Ads

Google Display Ads

Google Video Ads

Google App Ads

Google Analytics

Google Measurement