

Pooja Singla

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Career Objective

To utilize my skills as a Digital Marketing Professional for grow company business and to work in a highly competitive environment to seek new situations, pursue adaptability, create exceptional value and maximize my share of experience thus developing a phenomenally successful attitude towards living on the edge and become globally in demand. Will Give my 100% for the Company I work for no matter whether it's a part of my Duty or not.

Professional Summary

I have 4+ Years of Experience as a Digital Marketing Manager with Website Development. Specialized mainly in Lead Generation, Website Development and & YouTube Optimization.

- Working as Digital Marketing Manager/Director in Bhavishya Nirman Developers.
- Working as Digital Marketing Executive and Web Developer in Unitown Realty Pvt. Ltd.
- Working as an Intern in 3d Logic Pvt. Ltd.

My specialties are:

- **Facebook Ads and Google AdWords:**

Reduce CPL by 60% and increase growth rate very High.

2X increase in search traffic in 2 months.

Pixel Setup, Tags and Events Management.

Google Tag Manager, Google Search Console and Google Analytics Setup.

Campaign creation, Campaign Optimization, Create & Manage Ad group, Assets, Generate effective keywords, landing page optimization activities etc.

- **Website Development:** HTML/HTML5, CSS, Bootstrap, WordPress, React JS framework, PHP.
- **YouTube Optimization:** Monetize YouTube Channel and Get Quality Leads.
- **SEO:** On page and Off page Activities, Keyword Research, SEMrush, Google Search console and Ahref, Canva, Google Tag Manager.
- Good Working Knowledge with CRM Integration and IVR Platform.
- Working Knowledge of WhatsApp Automation and Email & SMS Marketing.

Certifications:

- Best Team Lead in Bhavishya Nirman Developers.
- Appreciation from Facebook and Google ads Support Team for High Conversion ads.

Educational Qualification

Degree	Percentage (%)	Board/University	Year
MCA	61.6	K.U.K (Kurukshetra)	2020
BSC(COMPUTER)	73.2	K.U.K (Kurukshetra)	2017
12th (Science)	70	CBSE, Haryana	2014
10 th	85	CBSE, Haryana	2012

Personal Strength:

- Team oriented and deadline achiever
- Adaptable to new situation and quick learner
- Self-motivated and enthusiastic person

Personal Profile

Nationality : Indian
Date of Birth : 10th/July/1996
Language Know : English &Hindi
Present Location : Gurgaon

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date: 10/07/2020

Place: Gurgaon

(POOJA SINGLA)