

Karambir Singh

PERFORMANCE MARKETING SPECIALIST

PERSONAL INFO

Aspiring to be associated with a reputed organization and work in a challenging environment where my qualification and potential can be utilized to the fullest. I am willing to work with great sincerity toward my commitment, dedication, and hard work for the benefit of the company in line with its mission.

EDUCATION

- **Bachelor's in Commerce - 2023**
ARUNODAYA UNIVERSITY
- **Higher Secondary Certificate - 2015**
SATYAGRAH JUNIOR COLLEGE
- **Secondary School Certificate -2011**
ST JOSEPH HIGH SCHOOL

EXPERIENCE

- **RS Properties**
Paid & Social Media Executive **April 2021 - June 2022**
 - Managing digital marketing strategies to reach more clients on the website and social media.
 - Led Different Ad campaigns for Lead Generations driving result-oriented growth.
 - The Platform Worked On Google Search, Display, Discovery & Social Media.
 - Projects Worked on Paradise Group, Mahavir Developers, Satyam Metro Developers, Hiranandani Developers & Kalpataru.
- **Paradise Group Builders & Developer**
Digital Marketing Sr. Executive **July 2022 - July 2023**
 - Managed all the marketing strategies & Led different Campaigns for social media & paid media for brand awareness & Lead generation.
 - Daily, Weekly & Monthly Reporting for analyzing campaign results and providing strategic optimization recommendations to boost campaign performance.
 - Managed & Monitored Native Ads Platforms (Adgebra, Taboola & One Native)
 - Collaborate With Agency on Creating new effective Social Media Creatives & Videos for daily posting.
 - Helped Channel Partners to run Ads through digital marketing training sessions.



CONTACT

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SKILLS

- Google Ads
- Native Ads
- Social Media Ads
- Google Tag Manager
- Google Analytics
- MS Excel

TOOLS

- Google Ads
- Facebook Ads
- Google Tag Manager
- Google Analytics
- MS Excel
- Canva

EXPERIENCE

➤ *Universo Realtors*

Digital Marketing Sr. Executive **July 2023 - Present**

- Managed & Planned all the marketing strategies. Led Various Campaigns for social media & paid media (Meta Ads, Google Ads & Bing Ads).
- Daily, Weekly & Monthly Reporting for analyzing campaign results and providing strategic optimization recommendations to boost campaign performance.
- Weekly & Monthly Analysis of the Lead Quality From Running Campaigns.
- Created Every Creative & Video For Campaigns Using Canva.