



HELLO!

# PANKAJ TAHALANI

Digital Marketing Strategist

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EMAIL: PANKAJPAT136@GMAIL.COM

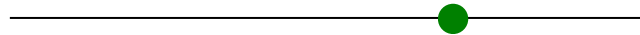
ADDRESS: VARANASI, UP-221002

## PROFILE

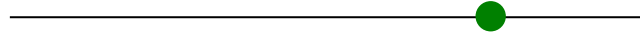
- Digital Marketer with **5+ years** of experience in PPC, SMO, SMM, SEM, branding, Martech and new business strategy.
- Managed Tier 1 Marketing Campaigns for **Google** with Budgets over **\$10 Million**. Expert In Creating Effective Funnels while generating leads for businesses across various verticals.
- Possess a deep understanding of the performance marketing and digital advertising ecosystem with a track record in building, executing, and managing paid media, and display advertising space.

## EXPERTISE

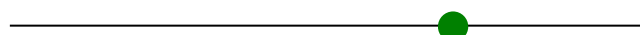
### Marketing Automation



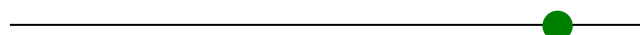
### Performance Marketing



### Google Ads/FB Ads



### Social Media Marketing



### Brand Marketing & Communication



## Master of Business Administration (MM)

NMIMS GLOBAL ACCESS SCHOOL  
2022-24

## Bachelor of Computer Applications (Hons)

LOVELY PROFESSIONAL UNIVERSITY  
2014-2020

## EDUCATION

## XII (Senior Secondary) Commerce

SUNBEAM SCHOOL VARUNA (CBSE BOARD)  
2012-2014

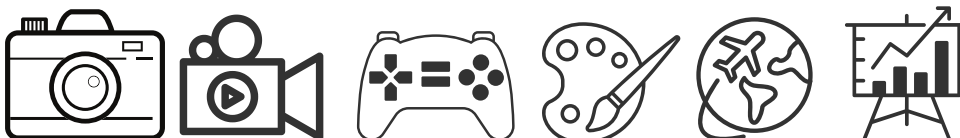
## High School

SANT ATULANAND SCHOOL (CBSE BOARD)  
2010-2012

## TOOLS

- |       |                  |       |                    |
|-------|------------------|-------|--------------------|
| ★★★★★ | Meta Ads         | ★★★★★ | Google Ads         |
| ★★★★★ | Linkedin Ads     | ★★★★★ | Twitter Ads        |
| ★★★★★ | Shopify          | ★★★★★ | Wordpress          |
| ★★★★★ | Webengage        | ★★★★★ | WooCommerce        |
| ★★★★★ | Google Sheets    | ★★★★★ | Google Data Studio |
| ★★★★★ | Google Analytics | ★★★★★ | Adobe Premiere Pro |

## INTERESTS



## CERTIFICATIONS





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## WORK EXPERIENCE



DEC '21 - PRESENT

### SENIOR ACTIVATION EXECUTIVE (PAID SOCIAL)

- Handle the entire activation process for **Google B2B services** like Google Ads, Google Local Services Ads, Google Workspace & Google Cloud on all Social Media Platforms.
- Executed all media activation tasks, right from campaign setups, pacing & optimizations, audience suggestions, performance insights & commentary, to end-of-campaign reports.
- Used problem-solving strategies to rectify difficulties quickly and effectively while making sure that the KPI targets are met and exceeded.

#### Automations & Dashboards

- Took **Multiple Automation Initiatives** proactively which helped reduce the time taken to perform the task by 60% and increase the efficiency which in turn led to improved campaign performance and account growth.
- Created a **Data Studio Dashboard** to present the data of the entire project of Google Local Services Ads across all Search, Social & Display while making sure recurring tasks were not affected.

#### Team Management

- Demonstrated ability to take over responsibilities and deliver tasks with zero errors, Implemented new processes to streamline workflow within the team resulting in an average of 1.5 hours of additional productivity per day
- Led several platform and process-related trainings for the team, reducing errors during campaign setups, upskilling teammates, and improving efficiency.
- Responsible of managing a team of 5, End-to-end Coordination with the UK Team, taking ownership of the tasks for EMEA team.

### ASSISTANT MARKETING MANAGER

- Spearheaded **Website Revamp Project**, resulting in 1200% revenue & 70% CVR Growth
- Developed and executed strategic digital marketing plans for e-commerce activities
- Achieved periodic **Performance Marketing goals** at an optimal cost across multiple sources including Search, Display, Social, Programmatic, Email/SMS Partnership, and Affiliate platforms.
- Implemented social media tactics leading to **51% growth** in Instagram followers and **27% increase** in website traffic
- Collaborated with **100+ Influencers** for YT/IG Campaigns conversion & awareness-focused campaigns, resulting in increased brand recognition and conversions
- Developed **new strategic partnerships**, social engagements, and advertising opportunities, successfully **Launched EvoFox Brand** and 12 new product lines.

### CONTENT MODERATOR

Responsible for reviewing content such as videos, live streaming, news stories, still pictures based on areas such as age-appropriateness, level of violence, sexual content, and political transparency.

### BUISNESS DEVELOPER (INTERNSHIP)

- Identifying & developing potential customers for achieving business volumes consistently & profitably
- Mapping customer's needs & providing the best products to suit their requirements
- Generating buisness from existing accounts and achieving profitability & sales growth



DEC '19 - DEC '21



BIGO LIVE

JUNE '19 - DEC '19



FEB '19 - MAY '19