

Ankur Dhawan

Senior Campaign Manager

AD

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Delhi, IN

[LinkedIn](#)

3.5 years experienced Senior Campaign Manager pursuing opportunities in Campaign & Data Analysis with Expertise in the principles of marketing, PPC advertising, search engine marketing, native advertisements, and keyword utilization. Proficient in setting up high quality ad campaigns from scratch and ensuring revenue delivery.

KEY SKILLS

• SEM • Pay Per Click (PPC) • Google Ads • Google Analytics • Google Ads Editor • Ad Manager
• Bing Ads • MS Excel • SQL • Keyword Research • Paid Search Campaigns • Keyword Optimization • Native Advertising • Content Curation • Display Ads • Social Media Marketing • Influencer Marketing • Media Buying • Campaign Analysis • Web Analytics • Performance Marketing • Team Management • MSN • A/B Testing • Digital Marketing Specialist • B2B Marketing • B2C Marketing • Data Analysis • Marketing Analytics • Yahoo Gemini • Taboola • Outbrain • Facebook Ads • Growth Hacking

EDUCATION

- **Master In Technology (M.tech)** – Engineering Physics | University School Of Basic & Applied Science, GGSIPU | Delhi, IN | Aug '14 – July '16
- **Bachelor In Technology (B.tech)** – Electrical & Electronics | HMRITM | Delhi, IN | Sept '10 – May '14

PROFESSIONAL EXPERIENCE

Sr. Campaign Manager

Aug '17 – March '20

Z1 Media

Gurgaon, IN

Z1 Media is a new age digital media company that strives to innovate digital marketing, advertising and distribution channels

PPC Advertising (Product: [Receptix](#) – a job search engine)

- Planning digital marketing campaigns, including AdWords, email, social media and display advertising.
- Managing and optimizing existing PPC Campaign components.
- Developing KPIs and tracking across all performance marketing related functions, measuring campaign and digital spend performance across all channels.
- Working on Keyword Research, Keyword Bid Adjustment, Keyword Match Types, Bidding Strategy, Location Targeting, Expanding New Keywords, Ad group Restructuring, Expanded Text Ads, Responsive Search Ads, Dynamic Search Ads, Audience Targeting, Placements, Topics, etc.
- Optimizing for goals like, Clicks, CTR, Conversions, ROAS.
- Proactively changing and improving PPC strategies to drive advertising efficiencies and ROI improvement.
- Monitoring campaign results, analysing key metrics, and optimize click-through and conversion rates.
- Optimizing landing pages for search engine quality score.
- Measuring and reporting performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs).
- Monitoring Google Analytics Account.
- Handled digital spends of approximately **\$3 million**.
- Trained and mentored **8** junior campaign managers.

Native Advertising (Product: [health](#) and [entertainment](#) websites)

- Setting up campaigns on paid native advertising platforms (Taboola, Outbrain, Yahoo Gemini, Revcontent, MGID, Pinterest, Facebook).
- Understanding and implementing tracking through URL parameters.

- Managing day-to-day campaign metrics and optimizations across native platforms.
- Finding and testing new platforms to grow digital footprint.
- Creating unique ad copies, headlines and landing pages to ensure high-quality volume for the Native Channels.
- Handled digital spends of approximately **\$10 million**.
- Trained and mentored **20+** junior campaign managers.

Partnership Manager

Feb '17 – July '17

Z1 Media

Product: SocialStar

Gurgaon, IN

- Setting up email campaigns to get potential SM influencers on board.
- Developing strong relationships with existing influencers and ensuring their daily revenue delivery.
- Running and handling referral programs to extend partner's list.
- Managing content posting on influencer's behalf.
- Successfully ran **70+** Influencer marketing campaigns.

Content Strategist

Aug '16 – January '17

Z1 Media

Product: Ozock, ZQuiz.

Gurgaon, IN

- Managing a **team of 10** content writers to set up 'snackable' content for influencer marketing campaigns.
- Writing content on demand that fetched millions of eye-balls across the globe.
- Applying SEO knowledge to get organic hits on the posts.

FREELANCE PROJECTS

Domain: Content Strategy

- Political campaign strategist for a national party in Punjab state.
- Content curation for multiple start-ups such as FireFlies.ai, Providr, Cyfuture, Atlogys, CommonFloor, TechyMe, DesignBoxed, Fireflies.ai, Inksplare, JustDakhila etc.
- SEM consultant for start-ups such as Fadjuice & WhyGrowUp.

ADDITIONAL ACHIEVEMENTS & WORK EXPERIENCE

- **Top performer of Media Buying Team, Z1 media contributing to at least half of the department's revenue.**
- Trained at least **30 resources** and kickstarted their career in Digital Marketing.
- Created in-house training modules to help fresh recruits get easily absorbed and well-versed with the best practices.
- Internships (on field):
Satluj Jal Vidyut Nigam (formerly Nathpa Jhakri Power Corporation Ltd) – 2013
National Physical Laboratory – 2016
- Co- founder of a fitness start-up – Fitness Monkee
- Volunteer work at Robin Hood Army (RHA)
- Research work on '*Low Temperature Perovskite Solar Cells*'.