

# KAMAL GANWANI

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## Professional Summary

Highly motivated digital marketer with 3 years of experience driving impactful online campaigns across SEO, social media, and content. Proven ability to analyze data, implement effective strategies, and achieve measurable results in brand awareness and engagement.

## Work Experience

### Digital Marketing Associate

02/2022 - present working

*Accenture, Gurugram, Haryana*

- Responsible for working on Google Ads, Worked on RSA ads, Display, Shopping, Video Ads.
- Lead & Demand Generation for International Markets.
- Blogging & SEO, Content Moderations.
- Integrating AI Tool to improve work efficiency & Automation.
- Proficient in digital marketing tools and platforms, including Google Analytics, Google Ads, Facebook Ads Manager, and email marketing software.
- Creating engaging content for websites, blogs, and social media platforms.
- Ads & Media buying using Project Rubicon, Media.Net, DoubleClick by Google.
- Google Analytics, Search Console, Google Trends, Tag Manager, Grammarly, Uber Suggest, TubeBuddy, Canva, ZOHO CRM, Email Marketing platforms.
- Handle team of 27 members, maintaining s/w licenses & onboarding, training.
- Lead generation using salesforce, zoominfo, lusha, cognisim

## Technical Skills

- **Digital Marketing & E-Commerce.**
- **Website Audit & analytics.**
- **Communication & people skills, Market research.**
- **Artificial Intelligence Tools & GenAI Tools**

## Certifications

- Completed Google Analytics 360 certification.
- Completed Google Tag Manager Fundamentals Certifications.
- Completed Google Data Studio Certification.
- Completed Google Analytics Pro User Certification.
- Completed Google Advanced Analytics Beginner Certification.
- Completed Google Analytics Beginner Course.
- Digital marketing Live workshop at SEO Engineers.
- Awarded Letter of Recommendation & internship certification from thrillzone digital marketing Dehradun.

## Education

**Jaipur National University, Jaipur – MCA**

**01/2014 – 09/2017**

School of computer & system science, Jaipur National University %: 74%