



Contact

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Education

B.A (Mass Communication)
kurukshetra university

12th
HBSE

Expertise

META ADS

GOOGLE ADS

WEBSITE DESIGNING

SEO

VIDEO EDITING

BIBIDDING

GOOGLE TAG

FREELANCING PLATFORM

UPWORK

PEOPLE PER HOUR

SIDHANT SINGLA

(BUSSINES DEVELOPMENT ,
DIGITAL MARKETING)

ABOUT ME

Dynamic and results-driven professional with 6 months of internship experience in digital marketing and business development. Adept at managing ad campaigns, bidding strategies, and SEO to achieve measurable outcomes. Proven track record of generating \$5,000 in monthly revenue through strategic multiple-ID bidding. Seeking a Business Development Executive role to leverage my skills and contribute to organizational growth.

KEY SKILLS

- Digital Advertising: Expertise in planning and executing ad campaigns across various platforms (Google Ads, Facebook Ads).
- Bidding Strategies: Proficient in managing multiple ID bidding to maximize ROI.
- Search Engine Optimization (SEO): Skilled in keyword research, on-page/off-page optimization, and analytics.
- Business Development: Experience in identifying and nurturing client relationships to meet revenue goals.
- Analytical Skills: Ability to analyze campaign performance and implement data-driven improvements.
- Communication: Strong verbal and written communication for client presentations and reports.

ACHIVEMENT

Achieved \$5,000 in monthly revenue through innovative ad bidding strategies.

Increased website traffic by 20% during the internship through SEO optimizations.

Successfully managed ad budgets exceeding 500 across multiple platforms.

Tools & Technologies

Google Ads, Facebook Ads Manager, Google Analytics, SEMrush, Ahrefs, Sheets

Languages

Fluent in English

Fluent in Hindi