

Ankita Sharma

Digital Marketing Senior Associate

Contact

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Skills

- Digital Marketing
- Performance Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- PPC/Paid Ads
- A/B Testing
- Lead Generation
- Campaign Optimization
- Content Creation
- Marketing Strategies
- Market Analysis
- Project Management
- Data Analysis & Reporting

Languages

English

Hindi

Digital Marketing Specialist with 4+ years of experience in ROI-focused SEO, PPC, and performance marketing across Google, Meta, and LinkedIn. Strong analytical skills with expertise in GA4, GTM, and data-driven campaign optimization. Experienced in UK and India markets and in delivering high-impact strategies for enterprise brands including Warner Bros. and Universal. Skilled in cross-functional collaboration, client communication, and building integrated marketing plans that improve visibility, lead generation, and revenue performance.

Work history

2024-10 -

Current

Digital Marketing & Research Senior Associate

Google Operation Center, Hyderabad, India

- Optimized digital marketing campaigns by translating large datasets into actionable ROI-focused insights.
- Managed client communication across Travel, Finance, Canada, and Health sectors with seamless reporting and updates.
- Built clear presentations and real-time dashboards using PowerPoint and Google Sheets.
- Collaborated with cross-functional teams to deliver projects on time; supported major studio data projects (WB, Universal).
- Utilized advanced Excel pivot tables to uncover trends and support strategic decision-making.

2023-09 -

2024-10

Senior Executive

Tofflon, Hyderabad

- Led multi-channel marketing campaigns across exhibitions, webinars, LinkedIn, Google Ads, and social media.
- Implemented SEO best practices and coordinated with development teams for technical integration.
- Planned annual marketing budgets and optimized allocation for future initiatives.
- Produced high-quality content and graphics to strengthen brand presence.
- Conducted market and competitor research to support strategy and exceed revenue targets.

2023-04 -

2023-08

Digital Marketing Specialist

Falcon Digital Agency, Hyderabad

- Developed advanced SEO and paid media strategies for UK clients, collaborating with dev teams for best-practice implementation.
- Managed Google Ads and Meta Ads with strict ROI/ROAS optimization.
- Tracked performance using GA4, GTM, Search Console, Semrush, MOZ, and Meta Suite to consistently meet revenue goals.

2022-09 -

Google Ads Account Strategist

Software

Google Ads, Analytics, Search Console, & Tag Manager

Google Marketing Platform

Meta Business Suite

Ahrefs, Moz, & SEMRush

Canva

Microsoft Office Suite

ChatGPT, DeepSeek, & Gemini

2023-04

Regalix India, Hyderabad

- Managed UK client relationships and delivered strategic optimization reports.
- Built and optimized complex Google Ads accounts across Search, Display, Video, App, and Performance Max.
- Collaborated with marketing teams to develop targeted advertising strategies that improved clicks and conversions.

2019-10 -
2020

Sales Executive

Site1, Hyderabad

- Generated leads through proactive outreach and international voice support.
- Reported sales performance to support data-driven decision-making.

Education

2022-06

Master of Science: Food Science & Technology

Sharda University - Greater Noida

Graduated with High Honors

2019-06

Bachelor of Science: Nutrition Science

St Francis College For Women - Hyderabad

First Division

2015-05

Intermediate

IClass CDR Jr College - Hyderabad

First division

2013-04

Senior Secondary Education

Jubilee Hills Public School - Hyderabad

First Division

Certifications

2025-05

Project Management - Coursera

2024-12

Digital Marketing and SEO (Indian School of Business)

2024-12

Digipivot- Google and ISB (Digital Marketing)

2023-12

Certified in Exhibition Management

2025-11

Google Search Ads Certification

2025-11

Google Display Ads Certification

2025-11

Google Video Ads Certification

2025-11

Google Analytics Ads Certification

2025-11

Prompt engineering (10x certification)