

# Gaurav Goswami

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## EXPERIENCES

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### Digital Marketing Executive | Lock Your Trip

2024 - present

#### Tech Stack — Meta ads, Google ads, Analytics and Reporting

- Plan and implement social media campaigns to increase brand awareness, engagement and sales.
- Monitor, respond and manage comments, messages, and customer queries across platforms.
- Created and configured Facebook ad campaigns using Ads Manager
- Manage and optimize content for websites and campaigns.

### Digital Marketing specialist | unitytechx

2024 - present

#### Tech Stack - Advertising Platforms, Creative Tools, Analytics and Reporting

- Created and configured Facebook ad campaigns using Ads Manager
- Manage and optimize content for websites and campaigns.
- Schedule posts using social media management tools and ensure regular, timely updates across all platform
- Managed ad budgets, set bid strategies, and monitored spend to ensure optimal use of resources.

### Social Media Executive | Trajectory

2023 - 2024

#### Tech Stack – Hootsuite, photoshop and CapCut

- Develop and curated engaging content (text, images, videos) for social media platforms like Facebook, Instagram, LinkedIn.
- Plan and implement social media campaigns to increase brand awareness, engagement and sales.
- Monitor, respond and manage comments, messages, and customer queries across platforms.
- Collaborate with influencers or bloggers for brand partnerships and promotions.

### Digital Market Executive | HomeInterioria

2022 - 2023

#### Tech Stack – Meta Business Suite, Canva and CapCut

- Develop and curated engaging content (text, images, videos) for social media platforms like Facebook, Instagram, LinkedIn.
- Set up and manage paid social media ad campaigns (Meta Ads Google Ads) to promote service.
- Work closely with the design and sales teams to ensure social media content aligns with social overall marketing goals
- Prepare reports on key metrics like engagement rate, Lead conversion.

## PROJECTS

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### Google Ads Campaign Management

- Developed and executed Google Ads strategies for both search and display networks, optimizing campaigns for lead generation, traffic, and conversions
- Conducted in-depth market and keyword research to identify high-value target audiences
- Designed and launched ad creatives, including text, display, and remarketing ads.

### Engage & Convert: The Ultimate Facebook Ad Campaign

- Identify and segment target audiences based on demographics, interests, and behaviors using Facebook's audience insights tool. Improve ROI on paid advertising
- Utilize automatic placements across Facebook, Instagram, and Audience Network to maximize reach and engagement. Increased product visibility by 30% within the target demographic.
- Build a remarketing list of interested users for future campaigns.

### Boosting Social Media Engagement and Brand Awareness

- Review the performance of current (engagement rates, reach and audience demographics).

- Identify key competitors and analyze their social media strategies.
- Use analytics tools to monitor campaign performance (engagement, reach, conversion).
- Bi-weekly performance reports with recommendations for improvement.

SKILLS

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**Technical Skills:** Meta Ads, Google Ads, SEO, SMM, SMO Content Creation, Digital Marketing Fundamentals, Social Media Proficiency, Analytics & Reporting, Paid Advertising.

**Soft Skills:** Communication skills, Creativity, Trend Awareness, Collaboration, Problem Solving, Time Management & Organization, Creativity, Trend Awareness, Collaboration, Problem Solving, Time Management & Organization,

CERTIFICATES

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- **HubSpot Academy Social Media Marketing Certification.**
- **The Fundamentals of Digital Marketing** Certificate from **Google.**
- Introduction to Digital Marketing provided by **Great Learning Academy**

EDUCATION

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Bachelor Of Arts   Indira Gandhi National Open University Delhi, India	07/2020 - 07/2023
Higher Secondary   National Institute of Open Schooling Delhi, India	2017 - 2019