



# Sanjay S Nair

Paid ads Strategist

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## Summary

As a Social Media Strategist with one year of experience at Zwan Advertising Studios, I specialize in creating high-impact digital marketing strategies, particularly using **Meta** and **Google Ads**. My expertise lies in executing data-driven campaigns, evidenced by my adept use of tools like Google Analytics and Microsoft Clarity, leading to measurable improvements in ROI and engagement. With a proven track record in campaign management, data analysis, and SEO, I excel in driving marketing objectives through innovative digital solutions.

## Technical Skills

- proven experience managing integrated marketing programs across digital channels.
- Drive campaigns from planning to execution and beyond to meet key performance metrics.
- Created A/B testing and experimentation.
- Utilize data-driven insights to optimize social media performance, tracking key metrics and adjusting strategies to maximize reach, impressions, and conversions.
- Budget management and ROI analysis.
- Keyword research and SEO knowledge.

**TOOLS - Meta and Google Ads, Semrush, Ahrefs, Mailchimp, GTM, Google Analytics, Hootsuite, Canva, WordPress, Microsoft Clarity, Data studio.**

## Experience

Digital Marketing Strategist at Zwan Advertising Studios Pvt.Ltd ( Aug 2023 - Present ).

- At Zwan Advertising Studio, an Advertising company, I've played a key role in developing digital marketing for clients.
- Experience with Meta ads, Google Ads, WordPress, and GTM, Google Analytics.
- Implemented with Tofu, Bofu, and Mofu Marketing Funnels.
- Monitoring the effectiveness of campaigns, and managing relevant social media accounts and the target audience.
- Implemented Digital Marketing strategies for clients.
- Created eye-catching copywriting skills.
- Completed Projects - Automobile Industry, Study Abroad Consultation, Interior Design, Skin Care Clinic, Travel and Tours, Real estate, motivation Speaker Personal Branding, Restaurant.

## Certificates

 HubSpot - Inbound Marketing Course

 Ips Global - Digital Marketing Course

 Google Ads certifications

 Google Ads Search Certification

## Details



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