

# MUSKAN PARMAR

## PPC Executive

### Profile

Results-driven PPC Executive with 1.7 years of experience managing and optimizing campaigns on Google Ads, Bing Ads, Facebook, Amazon, and Flipkart. Skilled in creating strategic ad campaigns, leveraging data analysis, and improving ROI. Proven success in boosting engagement, reducing costs, and increasing conversions across multiple platforms.

### Work Experience

10/2022  
05/2024

#### Apex Web Zone

##### PPC Executive

- Manage multiple PPC campaigns, analyzing keyword performance, and optimizing bids for maximum ROI across Google Ads, Bing Ads, Facebook, Amazon, and Flipkart.
- Create compelling ad copies, monitor budget allocations, and conduct A/B tests to enhance ad performance.
- Track KPIs, generate data studio reports, and provide actionable insights for continuous improvement.
- Collaborate with clients to understand their business objectives and align PPC strategies with overall marketing goals.

09/2020  
01/2021

#### Kotak Mahindra Group

##### Recruitment and Development Manager

- Manage insurance sales goal achievement through: recruiting agents
- Training and developing agents.
- Supervise the activity plan of all agents to ensure these are being fulfilled as per the desired levels.
- Conduct weekly performance review with agents & update Sales Management System.
- Promote & motivate agents for Career progression program to make them join the organization.

7043881325

parmar.muska96@gmail.com

<https://www.linkedin.com/in/muskan-parmar-3001901b7/>

New Kamal Kunj Society, I.O.C Road, Chandkheda, Ahmedabad

## Education

### Bachelor of Commerce

#### Gujarat University

2015 - 2017

7.33CPI

### Masters of Business

#### Administration (Marketing)

#### Oak Brook Business School

2018 - 2020

65.64%

## Expertise

Digital Marketing

Social Media Marketing

Paid Ads

Google Analytics

Amazon Ads

## Language

English

Gujarati

Hindi