

GAURAV BHARDWAJ

PROCESS SPECIALIST

As a dynamic and results-driven professional, I bring a passion for exceeding expectations and driving business success to every role I undertake. With 6 years of diverse experience in the industries or fields, I have honed my skills in strategic thinking, proactive problem-solving, and delivering exceptional results. My commitment to continuous learning and growth fuels my innovative approach, allowing me to thrive in fast-paced environments and drive positive outcomes for clients and stakeholders alike.

CONTACT

☎ 8745089248, 7827693789

✉ gbhardwaj853@gmail.com

📍 Malviya Nagar, New Delhi

SKILLS

Customer service and Troubleshooting experience. Especially in voice, email and chat format

Knowledge and experience of Google Ads search campaign, Display Campaign, Billing & Policy related queries

Customer Support, Inbound calls handling, Customer Care & Customer escalations

Experience in managing customer accounts and handling relevant queries

EDUCATION

Kendriya Vidyalaya No.1 AFS , Suratgarh (Rajasthan)

10th- 67.4% 12th- 71.00%

BK Birla Institute of Engineering & Technology

B.Tech (Electrical Engg.)- 70.8%

AWARDS & ACHIEVEMENTS

Google Search Ads Certifications

Paper published in International Journal of Science Technology & Engineering.

Secured All India Percentile 77.1% in NCAT- National Creativity Aptitude Test.

Represented school in KABADDI at NATIONAL level & Secured 3 Position in Haryana state Taekwondo championship.

WORK EXPERIENCE

Concentrix | May 2018 - July 2021

Operation Representative

- Demonstrated end to end ownership of every seller interaction occupied with proactive problem. Solving & provided exceptional support to sellers.
- Demonstrated effective, clear & professional written & oral communication.
- Provided prompt & efficient services to amazon sellers including escalation of sellers issues.
- Maintained a positive and professional demeanor always portraying the company in a positive light and effectively managing sensitive issues.
- Demonstrated excellent time-management skills and the ability to work independently while using departmental resources, policies and procedures.
- Contributed to a positive team environment and proactively helped team members with difficult contacts as needed.
- Maintained acceptable performance metrics such as quality, productivity, first contact resolution and attendance.
- Actively seeks solutions through logical reasoning and data interpretation skills and identifies trends to appropriate channels including improvement suggestions.
- Liaised with other departments such as Customer Service, Merchant Investigations, or Payments teams as required to resolve Seller's issues and questions

Cognizant | Aug 2021 - Present

Process Specialist

- My main responsibility includes Campaign Strategy and Planning, Ad Creation and Optimization, Keyword Management, Budget Management, Ad Quality and Ad Rank Improvement Client Communication.
- As a Google Ads Executive, my primary responsibility is to assist in the management and execution of Google Ads campaigns customer queries to meet the organization's marketing objectives.
- This involves conducting keyword research, creating and optimizing ad copy, monitoring campaign performance metrics, and making data-driven recommendations for improvement.
- I collaborate closely with the Google Ads Specialist or Manager to implement strategies, analyze campaign data, and adjust bids and budgets accordingly to maximize ROI.
- Additionally, I involved in conducting competitor analysis, staying updated on industry trends, and assisting in the development of overall digital marketing strategies.

Professional Training & Projects:-

- Practical training on Electrical Motor, International Terminal Marking Connection
- Arrangement and their Technical Specification.
- Completed my Computer Assembly & Repairing Course conducted by MICRO, SMALL & MEDIUM ENTERPRISES-DEVELOPMENT INSTITUTE.
- Completed my major project on Automatic Intelligence Car ROBOT.
- Worked on inverter converting 9v dc into 230v ac.
- Completed my internship from KMUTT, THAILAND (Robot Control using Arduino Mega 2560)
- Research Paper published (AIC ROBOT) in International Journal of Science Technology & Engineering.

I hereby declare that there is no gap in my career & the information given is true to the best of my knowledge and belief.