

MAYANK NAGPAL

Digital Marketing Executive

PROFILE

Hello, I'm Mayank Nagpal, a dedicated Facebook and youtube ads handler. With a passion for Digital Marketing, I specialised in managing Facebook and google (Youtube) ads campaign to drive results for businesses. I thrive on creating targeted strategies and optimizing ad performance to maximize ROI. Let's connect and take your advertising efforts to the next level.



Mayanknagpal3113@gmail.com



+91 8375056570



Pandit park, Krishna nagar-110051

EDUCATION

Bachelor of Business Administration (BBA)

ShyamLal College, IGNOU

2020 - 2023

WORK EXPERIENCE

Digital Marketing Executive

Shiv Shakti Enterprises (November 2020 – May 2024)

- Working with the wider development team.
- Manage website design, Google and Meta ads, SEO Marketing, Branding and Logo Design.
- Monitored ad performance metrics, including click-through rate (CTR), Conversion rates, and cost-per-acquisition (CPA)
- Provided regular performance reports and analytics

Gullyhood Private Limited (June 2024 – November 2024)

- Managed and optimized Facebook and Google Ads campaigns to drive orders and increase sales.
- Designed and maintained the Shopify website, responding to customer comments and emails to ensure excellent service.

SKILLS

- Creative Problem solving
- Attention to Detail
- Time Management
- Technical skills
- Collaboration and Team work

EXPERTISE

- Facebook ads
- Google ads (Youtube ads)
- Shopify website design
- Meesho and Amazon listings