

Contact

07667478045 (Mobile)
pappukumar4239@gmail.com
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Top Skills

Google Ads
Facebook Ads
Pay Per Click (PPC)

Languages

Spoken English (Professional Working)
Hindi
English (Professional Working)

Certifications

Digital Marketing
Facebook Ads
Google Ads Search
Google Ads Video
Google Ads Display
Social Media Marketing
SEO

Pappu Kumar

Digital Marketing Executive || Google Ads Specialist
Patna, Bihar, India

Summary

I'm Pappu Kumar, a Certified Digital Marketing Specialist with 3+ years of experience. I specialize in Social Media Marketing, Google Ads, Facebook Ads, SEO, SEM, and copywriting, helping businesses grow online. I've worked on increasing clicks, generating leads, and understanding trends to drive results.

✓ Top Skills

Website Design
Performance Marketing
Google Ads
Facebook Ads
Social Media Marketing
Pay Per Click (PPC)
Copywriting
Keywords Research
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Google Analytics
Google Tag Manager
Search Console
Semrush
ChatGPT
Canva
Communication Skill

Experience

WebZyro Technologies Private Limited

Google Ads Specialist

Present (Patliputra Colony Patna, Bihar 800013)

- * Manage and optimize Google Ads campaigns to drive leads and sales for clients.
- * Implement effective PPC strategies to increase ROI.
- * Conduct keyword research and create compelling ad copy.

* Track campaign performance and make data-driven optimizations.

Helping Human Infratech Pvt. Ltd.

Social Media Manager Or Graphic Design

March 2024 - October 2024 (8 months)

Patliputra Colony, Patna, Bihar 800013

Vaimanika Aerospace

Digital Marketing Executive

2022 - 2023 (1 year) Rajendra Nagar,

Patna, Bihar 800016

Narayana Digital Technologies

Digital Marketing Executive

2022 - 2023 (1 year) Machhua Toli Chauraha,

Patna, Bihar 800004

Internshala

Digital Marketing internship

2021 - 2022 (1 year)

Northeast Region

Education

Parliputra University, Patna

Bachelor of Commerce - BCom · (2020 - 2023)

KT College

12th, I.Com · (2017 - 2019)

SHEODHAR ANUTHA HIGH SCHOOL KOTWA

10th · (2016 - 2017)

Lingua Franca

Spoken English, Delhi · (2020 - 2021)

Patna Institute Digital Marketing (PIDM) & Zinmatt

Digital Marketing (Professional)

Date

Signature