

SAHIL SHARMA

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EDUCATION

University of Strathclyde, Glasgow, United Kingdom **Sep 2021 – Sep 2022**

Secured a Master's Degree in Marketing with *Merit*.

Coursework: Brand Management, International Marketing Research, Strategic Marketing Management, Key Skills.

Guru Gobind Singh Indraprastha University, Delhi, India **Aug 2014 – Aug 2018**

Secured a Bachelor of Engineering in Mechanical and Automation with *Distinction*.

Relevant Coursework: Human Value and professional ethics, Fundamental of Computing, Environmental Studies.

PROFESSIONAL EXPERIENCE

Google (Cognizant Technology Solutions) **May 2023 – Present**

Account Manager

- Developed and implemented comprehensive quality assurance strategies and processes for the DV360, Google AdX, Google Authorized Buyers, Google Ad and Campaign Manager for Google Ads platform including DSPs, ensuring the delivery of high-quality advertising solutions to clients.
- Collaborated with cross-functional teams, stakeholders, and external agencies to establish and achieve project goals, budgets, and timelines, resulting in successful project outcomes.
- Oversaw the entire project lifecycle, from planning to execution, ensuring strict adherence to project scope, timelines, and effectiveness, resulting in on-time and on-budget project completion.
- Designed and implemented comprehensive social selling strategies for partners, leveraging platforms such as LinkedIn, Facebook, and others to drive brand awareness and lead generation.

TMIS Solutions Pvt Ltd **Dec 2021 – Apr 2023**

Digital Marketing Manager

- Successfully negotiated contract specifications and terms with clients and external parties, fostering strong business relationships and contributing to successful project partnerships.
- ▣ Devised and executed Above-the-Line (ATL) strategies that significantly increased buyer interest in products and services, leading to improved brand visibility and sales growth. Worked on
- Provided expert marketing and advertising advice for META and existing products, leveraging industry insights to drive successful campaigns and optimize marketing efforts.
- Curated engaging content including thought leadership articles, case studies, and visual media tailored to partners' social selling initiatives, resulting in increased engagement and conversion rates.

Google (Cognizant Technology Solutions) **Dec 2018 – Aug 2021**

Digital Marketing Specialist

- Strategized, developed, and managed paid digital marketing campaigns across Adwords, Keyword Optimization, and social media to establish a new monthly budget and generate significant revenue. Optimized campaigns using SaaS, PPC, PPA, and SEM as well.
- Implemented an A/B testing framework for SEO purposes for all content which incrementally improved the rank for a targeted keyword running in that whole account. Developed different cases using the Salesforce platform and utilized them for client communication.
- Worked on different Google tools like Adwords, Connect Sales, Google Analytics, Creative acumen, and Keyword Planner.
- Conducted training sessions to educate partners on effective social selling and marketing techniques, tools, and best practices, empowering them to maximize results from digital resources within the company.

Genpact Technology Solutions **Aug 2018 – Dec 2018**

Samsung India – Technical Process Analyst

- Ensured compliance with FCA regulations by liaising with the compliance team, guaranteeing that all advertising materials adhered to industry standards and legal requirements.
- Establish and implement departmental policies, goals, objectives, and procedures, conferring with colleagues as necessary.

ACADEMIC PROJECTS

RiverSide Studios SCI, Glasgow

- Implemented a social media campaign for the client providing infant photography courses to individuals.

Shri Ram Piston Rings Pvt Ltd., India

- Prepared a marketing campaign for the industry to illustrate the products to the customers.

Kebasish Grill – Indian Restaurant, Glasgow

- Prepared a marketing plan for the restaurant, including customer journey and customer relationships.

CERTIFICATIONS

Google Search Ads Certificate

- Sponsored by Google
- Expires: January 20, 2024

Google Search Display Ads Certificate

- Sponsored by Google
- Expires: March 6, 202

TECHNICAL SKILLS

- Digital Asset Management | Data Analytics | Google Analytics and Google Search Console | Google Ads and Adwords | Connect Sales | Salesforce | Google ICS | Keyword Planner | Google Dashboards | PPC, CRO, and A/B Testing