

YOGESHWARI HARBADE

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Experience

- 7 years of Digital Marketing experience specializing in Paid Search and campaign optimization.
- Proficient in tools like Google Ads and Google Analytics, with a growing foundation in Media Planning & Strategy to align digital efforts with overarching business goals.
- Successfully executed comprehensive media plans, ensuring optimal allocation of budgets to achieve measurable results.
- Managed budgets and allocated resources effectively to ensure campaigns stayed within budget and met performance goals.
- Monitored campaign performance metrics, including CTR, CPC, and CPA, and adjusted bids and budgets based on insights to meet KPIs.
- Identify trends and insights and optimize spend and performance based on the Insights.
- Analysed audience insights to determine effective channels and strategies for engagement.

Skillsets

- PPC, SEO, Email Marketing, Search Engine Marketing, Social Media Marketing, Google Analytics, AdWords, Tag Management, Google Ads, Bing Ads, Search Ads 360, Google Ads Editor, Google Analytics, Google Tag Manager, Foundational understanding of Media Planning & Strategy, Media Buying Basics, SEO, HTML, CSS, WordPress.

Certifications

- 2023 - Google Display Ads
- 2023 - Google Ads Search Professional Certification
- 2023 - Microsoft Advertising Certified Professional
- 2023 - Search Ads 360 Certification Exam
- 2024 - Google Analytics Certification GA4

Work experience

Cybage Software Pvt. Ltd. | Pune | www.cybage.com

Digital Marketer

[Jul. 2021 - April 2025]

Roles and Responsibilities: Aligned to WPP GroupM UK (EMEA / APAC)

- Identify account for reporting and data discrepancies, working to ensure accurate campaign results and optimizing the overall trafficking processes.
- Project Management of the process including core account strategy, structure, and analytics.

- Used to handle Search and oversee overall paid search campaign strategy and implementation across a range of paid search engines. (Google)
- Manage the creation of pitch decks and materials including, top-to-bottom management of paid search campaigns; generating ranking reports, conducting site audits, handling client concerns, etc.
- Campaign objective and performance, Budget Allocation, Campaign Audit, Weekly/Monthly campaign check-up, and Reporting.
- Proactively manage all assigned campaigns and clients' accounts by supporting all campaign-related requests across multiple markets.
- Plan, develop and implement effective strategies to drive campaign performance.
- Campaign management, Bulk uploads of ads during launches.
- Research and audit, Planning/Expansion of Keywords and Placements, Keyword Analysis and Development, Topic/Theme Research, Search Campaign Set Up and Optimization, Campaign Structure Optimization, Ad Group Management, Create Text Ad Copies and Ad Extensions,
- Campaign Targeting Settings and Scheduling, Budget Management, Bidding Strategy and Bid Implementation, Landing Page Conversion Rate Consultation, Measurement and Reporting,
- ROI Analysis, Detailed Monthly Reporting, Ongoing Campaign Refinement Based on Data Patterns, Implement Pay Per Click media strategies for clients.

Affinity Express Inc. | Pune | NA

Associate - PPC analyst
[Oct 20 Till June 21]

Roles and Responsibilities:

- Handle, review, and perform daily account responsibilities associated with Google AdWords and other search platforms for a variety of clients.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Direct, handle, and be able to generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.

Confidence Petroleum India Ltd. | Nagpur | NA

Digital Marketing Executive
[June 20 Till Oct 20]

Roles and Responsibilities:

- Facebook Advertisement, lead generation analysis, content creation, lead generation strategy, lead nurturing, list building, market research, sales development, social media lead generation. Telemarketing, brand research, competition analysis, email marketing, appointment setting, data cleansing, data entry, data mining, data scraping, hot leads, cold leads.

Softwebwork Pvt. Ltd. | Nagpur | NA

Digital Marketing Executive
[Oct 19 Till March 20]

Roles and Responsibilities:

- Create Pay-per-click marketing campaigns
- Test and analyze the performance of PPC Campaigns, determine appropriate bids for ads to appear on google search.
- Utilize Google analytics to track visitors flow and interaction throughout the Website.
- Planning and devising on-page and off-page optimization strategies as per website requirement.

Harrier Information System Pvt Ltd | Nagpur | NA

Digital Marketing Executive
[Jan 17 Till Oct 19]

Roles and Responsibilities:

- On/off-page Optimization: Improving site structure, page construction, content, keyword lists
- Implemented site-wide dynamic page title tags, Meta tags, and on-page optimization.
- Working to gain traffic on the website through Search Engines and other Referral websites.
- Website Analysis and SEO/SMM Auditing.
- Analyze and provide detailed recommendations for optimizing a website including Meta tags, keyword density/content, internal/external linking, site map, competitor analysis, etc.
- Track, analyze and measure the performance of SEO and SMM campaigns.
- Pulling out various reports from Google analytics tools and taking the required action as per the analysis.
- Monitor overall SEO success with regards to traffic, ranking, indexed pages, and backlinks; provide regular recommendations and reporting to clients.

Personal Details

Education:

- B.E. in Information Technology from Rajashree Mulak College of Engg for Women's, Rashtrasant Tukdoji Maharaj Nagpur University (RTMNU) with 68.03% in 2012.
- H.S.C.(12th) from, PDT. Bachcharaj High School, Nagpur University (MSBTE) with 74.83% in 2008.
- S.S.C. (10th) from, Shri. Gajanan High School Maharashtra State Board with 82.53% in 2006.
- Date of Birth: 14th Jan. 1991
- Father's Name: Mr. Tejraroji A Harbade
- Marital Status: Married