

# MAHIT JAIN

PERFORMANCE MARKETING

## CONTACT

- 7425089516
- Mahitjain123@gmail.com
- Bodakdav, Ahmedabad, 380054, IN

## EDUCATION

### 2021 - 2024 BHOPAL NOBELS UNIVERSITY

- Bachelor of Business Administration

### 2025 - 2025 ASDM AHMEDABAD

- Digital Marketing

## SKILLS

- Google Ads Expert
- Meta Ads Expert
- keyword research
- Ads optimization
- Google My Business Handling
- SEO Optimization
- WordPress Website Design

## LANGUAGES

- English (Intermediate)
- Hindi (Fluent)

## PROFILE

Enthusiastic Performance Marketing professional with hands-on knowledge of Meta Ads and Google Ads. Skilled in ad strategy, campaign optimization, and lead generation. Eager to apply creativity and analytical skills to drive measurable marketing results. Motivated Performance Marketing fresher with a strong understanding of Meta and Google Ads. Passionate about creating high-performing campaigns, analyzing data, and improving ROI through strategic ad optimization and creative execution.

## MARKETING SKILLS

### Google Ads

- Achieved strong performance results from running Google Ads campaigns
- Researched and selected high-performing keywords for impactful Google Ads copy.
- Generated quality leads through creative ad copy. Monitor brand consistency across all marketing channels.
- Optimized ad copy and improved campaign results through strategic planning.

### Meta Ads

- Successfully created and managed lead generation campaigns on Meta Ads.
- Handled client relationships generated through lead campaigns.
- Optimized ad copy to boost performance and achieve better campaign results.
- Analyzed competitors to develop effective strategies and achieve better results.

## CERTIFICATES

### Asdm Certificate

- Digital Marketing Expert
- Meta Ads Expert Google
- Ads Expert Search
- Engine Optimization

### Google Certificate

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification