

# Aparna Roy

✉ aroy3ap@gmail.com

☎ +91 97752 05203

in aparna-roy-68865922a



## Introduction Summary

- Dynamic and results-driven digital marketing and performance marketing professional with 3.7 years of experience in developing and executing high-converting campaigns across Google Ads, Facebook Ads, Bing Ads, and remarketing channels. Skilled in campaign strategy, optimization, analytics-based reporting, and multi-channel advertising. Seeking to bring data-driven expertise and creativity to a dynamic digital marketing team.

## Employment History

2024 – Present

- Manager – Digital Department (promoted from Social Media Executive), Kamal Associates, Dwarka Mor, New Delhi


- Promoted within the year to lead a team of 10 digital marketing professionals.
- Planned, launched, and optimized multi-channel campaigns across **Google Ads, Facebook Ads, and Bing Ads**, including search, display, and remarketing.
- Led **campaign optimization** efforts through daily performance monitoring, bid adjustments, A/B testing, and audience targeting to maximize ROI.
- Created and presented **detailed performance reports** using Google Analytics, ad platform dashboards, and custom reporting tools.
- Oversaw overall digital strategy, including social media management, paid media planning, and cross-department coordination.

2 Years 6 Months

- Assistant Manager & Digital Marketer, Ciaz Hospitality

- Developed and executed **performance marketing strategies** aligned with business objectives, driving measurable growth in leads and conversions.
- Managed end-to-end campaigns on **Google Ads, Facebook Ads, and remarketing platforms**, including keyword research, ad copy creation, and conversion tracking.
- Conducted **A/B testing** on creatives and landing pages to improve CTR and conversion rates.
- Produced analytics-based reports highlighting campaign KPIs, ROI, and actionable insights for future optimization.
- Managed social media accounts to increase brand visibility, engagement, and follower growth.
- Built and maintained strong relationships with vendors and suppliers.





## Employment History (continued)

1 Month	<div> <b>Influencer Marketing Intern</b>, Covoz, Gurgaon</div> <ul style="list-style-type: none"><li>• Collaborated with social media influencers to promote brand awareness and product visibility through targeted campaigns.</li><li>• Supported paid campaigns by identifying and engaging with influencer partners aligned with marketing objectives.</li><li>• Monitored campaign performance and prepared reports on engagement, reach, and ROI.</li></ul>
---------	--

## Education

2023 – 2024	<div> <b>Executive Certificate Programme in Digital Marketing</b>, Indian Institute of Technology, Delhi</div> <p>Currently pursuing a comprehensive program focused on digital marketing strategies, analytics, SEO/SEM, and campaign execution.</p>
2017 – 2020	<div> <b>Bachelor of Tourism Studies (BTS)</b>, Indira Gandhi National Open University</div> <p>Completed a broad curriculum covering tourism planning, operations, and management with a focus on the Indian and global tourism industry.</p>
2014 – 2016	<div> <b>Diploma in Aviation, Hospitality &amp; Tourism Management</b>, Frankfinn Institute of Air Hostess Training</div> <p>Specialized training in customer service, aviation operations, and hospitality industry standards.</p>

## Skills

Management Skills	<div></div> <p>Excellent interpersonal and leadership skills with the ability to build strong relationships with clients, team members, and stakeholders while leading high-performing marketing teams.</p>
Performance Marketing	<div></div> <p>Proven expertise in planning, launching, and optimizing campaigns across <b>Google Ads, Facebook Ads, Bing Ads, Instagram Ads, and LinkedIn Ads</b>, including search, display, and <b>remarketing</b>. Skilled in keyword research, audience targeting, budget management, and maximizing ROI.</p>
Social Media Marketing	<div></div> <p>Advanced experience in creating and managing paid and organic campaigns on platforms such as Facebook, Instagram, Twitter, and LinkedIn to increase engagement, brand awareness, and conversions.</p>
Creative Skills	<div></div> <p>Proficient in design and editing tools like Canva and Snapseed, along with video editing software, to produce visually appealing creatives for ads and marketing campaigns.</p>

## Skills (continued)

---

Analytics & Reporting	Skilled in using <b>Google Analytics, Facebook Insights, and ad platform dashboards</b> for performance tracking, KPI measurement, and preparing actionable reports to drive campaign optimization.
Communication & Collaboration	Strong verbal and written communication skills with the ability to collaborate effectively across departments, agencies, and external partners.
Adaptability & Learning Agility	Quick to adapt to emerging tools, trends, and technologies; consistently implementing the latest digital marketing best practices and optimization strategies.
Software Proficiency	MS Excel, MS PowerPoint, Google Workspace tools, Google Tag Manager, and keyword research tools.

## Personal Interests

---

- Enjoy playing the guitar, sketching and drawing, experimenting with cooking, and nurturing plants through home gardening.

## Languages

---

- Fluent in English and Hindi; Conversational in Bengali.