

AMAN GUPTA

Performance Marketing Fresher | Google Ads • Meta Ads • GA4 • GTM

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CAREER OBJECTIVE

Motivated BCA graduate with hands-on knowledge of Google Ads, Meta Ads, Google Analytics 4 (GA4), Google Tag Manager (GTM), and Meta Pixel. Skilled in campaign setup, audience targeting, conversion tracking, lead generation, and campaign optimization. Seeking a Performance Marketing Fresher role where I can apply my analytical skills and practical knowledge to deliver measurable marketing results while continuously learning and growing.

CORE SKILLS

- Google Ads (Search & Video Campaigns)
- Google Tag Manager (GTM)
- Meta Pixel (Installation & Event Tracking)
- Audience Targeting & Remarketing
- A/B Testing
- Performance Reporting
- Meta Ads (Facebook & Instagram Ads Manager)
- Google Analytics 4 (GA4)
- Conversion Tracking
- Campaign Optimization
- Microsoft Excel & Google Sheets

PRACTICAL EXPOSURE

- Built and structured Google Ads Search and Video campaigns, including keyword research, ad copywriting, bidding strategies, and budget allocation.
- Created and managed Meta Ads campaign structures, audience targeting, and creative A/B testing.
- Implemented conversion tracking and custom event tagging using Google Tag Manager (GTM).
- Configured Google Analytics 4 (GA4) to monitor user behavior, traffic sources, and campaign performance.
- Implemented Meta Pixel for website event tracking and conversion measurement.
- Verified Pixel events using Meta Events Manager and ensured accurate tracking.
- Assisted in campaign performance analysis and optimization using key metrics such as CTR, CPC, CPA, ROAS, and Conversion Rate.

EDUCATION

Bachelor of Computer Applications (BCA)

[College/University Name] — [Year of Graduation]

ADDITIONAL INFORMATION

- Strong analytical and problem-solving skills
- Quick learner with attention to detail
- Good communication skills (English & Hindi)
- Passionate about Performance Marketing and Digital Advertising