

RISHABH SHARMA

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PROFILE

I specialize in creating, managing and analyzing PPC campaigns, UX/product designing and client communications. As a graduate in interactive media management, I'm inclined towards UX/UI designing. I became a UX designer because I enjoy creating experiences, building projects and it compliments my work experience as a digital marketer as an additional skill.

EXPERIENCE

Digital marketing — Intern | Vortex liquid color, Chicago, USA (remote) — Jul 2021 - Oct 2021

- Website content management and editing
- Social media advertising campaign designing
- Google Ads campaign analysis and best practice suggestions (search and display campaigns)

Analyst — Google Ads | Accenture, Gurgaon — Jan 2019 - Aug 2019

- Universal App campaign analysis and best practice recommendations to LCS customer.
- Troubleshoot App campaigns for customer service representatives.
- Report and escalate internal bugs found in the platform to clients.

Sr. process executive — Google Ads | Cognizant, Gurgaon — Jul 2017 - Jan 2019

EMEA market

- * Assist customers with setting up pay-per-click search and display advertisement, target audience, schedule Ad run time, keywords and budget.
- * Analyze and optimize ad campaigns for UK and European customers.
- * Troubleshooting issues faced in the account for customer service.

APAC market

- * Handle queries for LCS and GMS customers as subject matter expert

Event coordinator | SEES pvt ltd., New Delhi — Aug 2016 - Jun 2017

- Recruited and trained over 50 volunteers from hotel management Amity university.

- Manage workforce, backstage, production and props/inventories.
- Co-ordinated side activities for customer entertainment such as interactive DJ machine and virtual video games.
- Conducted proactive client meetings, pitch methods and technology for a better event experience
- Assisted with setting agendas for each corporate event.

EDUCATION

CENTENNIAL COLLEGE, Toronto, CA — Interactive media management | Jan 2019 - 2021

ARYABHATTA COLLEGE - UNIVERSITY OF DELHI, New Delhi, IND — B.A. English Literature | June 2016

SKILLS

Client communications, Adobe XD, PPC campaign management, UX designing, HTML, CSS

UX PROJECTS

Centennial College project:

<https://xd.adobe.com/view/f2ee4620-34a7-42a2-bdbf-083ea521c96b-a7bd/>

Islington golf club POS system:

<https://xd.adobe.com/view/074974b0-3fee-4b78-8d0e-7aca244771f8-521a/>

Cascades domino machine setup system:

<https://xd.adobe.com/view/788eea92-85c4-47fd-bedf-87dae193919b-2ddd/>