



# SANDEEP SHARMA

PERFORMANCE MARKETER

08377899360 ◦ D 1C 890 Ratiya Marg, Sangam Vihar New Delhi, New Delhi, 110062, India ◦  
sidnishant5887@gmail.com

## DETAILS

Date of birth  
10/08/1999

Nationality  
Indian

## PROFILE

Committed to utilizing my skills to further the mission of the company. Committed to utilizing my skills to help others, while working towards the mission of a company.

## EMPLOYMENT HISTORY

### Digital Marketer Trainee at ZapSkill EduTech PVT. LTD, Delhi

July 2022 — October 2022

Have been Trained at ZapSkill EduTech PVT LTD for over 3 months to be a Performance Marketer.

- Launched Mega Campaign for brand awareness in Facebook Ads.
- Targeting with various Ad sets (Practical).
- Custom audience.
- Meta Pixel Setup.
- Collection Ads.
- Carousels Ads.
- Lookalike audience.

Google Ads:

- Google keyword planner, performance planner, selecting the audience, conversion tracking, and reporting.
- Attribution model.
- keyword research.
- Custom segment.

### Cashier at Future Lifestyle Fashion Limited , Gurgaon

December 2020 — December 2022

- Maintained up-to-date knowledge of all retail promotions.
- Settled any customer disputes in a professional and pleasant manner.
- Worked to ensure a positive and hassle-free customer experience.
- Followed instructions and took initiative when appropriate.
- Adhered to all safety rules and guidelines.

## SKILLS

Ability to Work in a Team

Leadership Skills

Ability to Multitask

Fast Learner

Adobe Photoshop

Canva

Adobe Illustrator

## LANGUAGES

Hindi

English

## EDUCATION

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### Digital Marketing at ZapSkill EduTech PVT LTD., New Delhi

July 2022 — October 2022

Have practical knowledge for the following:

- Launching Ad Campaigns
- Facebook Ads Manager Navigation
- Google Ads Manager Navigation
- Selecting right objective
- Niche Targeting, audience targeting (Practicle)
- Scaling - horizontal and vertical scaling
- Meta Pixel Setup

### BBA at Jamia Hamdard University, Delhi

August 2019 — September 2021

### 12th from CBSE Board at Gov. Boys SR. SEC. School, New Delhi

March 2018 — April 2019

### 10th at KSK Academy , New Delhi

March 2016 — March 2017

## HOBBIES

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Audio Books.  
Keen Learner.  
Love Travelling.  
Music.  
Video Games.

## REFERENCES

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References available upon request

## EXTRA-CURRICULAR ACTIVITIES

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### Python Basic at Board Infinity, New Delhi

December 2021 — January 2022