

# SHREYA WAGHMARE

8320906304 | waghmareshreya@gmail.com | shreyawaghmare.com | Mumbai, India

## PROFILE

Results-driven Digital Marketing professional with 4+ years of experience in performance marketing, specializing in optimizing paid media campaigns and maximizing ROI. Expertise in Google Ads, Facebook Ads, SEM, A/B testing, and marketing attribution, with a strong ability to analyze data and deliver actionable insights. Adept at managing stakeholder relationships, strategizing marketing plans, and implementing growth tactics to achieve business objectives.

## SKILLS

- Campaign Management
- Data Analysis & Insights
- Stakeholder Management
- Attention to Detail Leadership
- Team Management
- Adaptability to Change
- Problem Solving Project Management
- Account Management
- Client Servicing
- Growth Strategies
- Critical Thinking
- End to End Campaign Management
- Teamwork
- Time Management
- Data Visualization
- Creative Strategy
- Skilled Multi-tasker

## EDUCATION

### UNIVERSITY OF MUMBAI

Bachelor of Management Studies  
2016 - 2019

### INDIAN INSTITUTE OF DIGITAL EDUCATION

Advanced Digital Marketing Certification  
2019 - 2020

## CERTIFICATIONS

- Google Digital Unlocked
- Google Ads Display, Video, Search & App
- Google Analytics Individual
- Excel Essential Training (Microsoft 365)
- Generative AI Certification

## EXPERIENCE

### DM & RESEARCH SENIOR ASSOCIATE

Google Operations Center

Nov 2024 - Present

- Orchestrated optimization strategies for key Google clients, driving account growth and higher revenue.
- Conducted comprehensive account analysis and formulated recommendations for improvement across search and PMax campaigns.
- Generated new keyword ideas, suggested negative keywords, evaluated ad performance, and optimized campaigns for better results.
- Delivered detailed reports with actionable steps for clients, enabling them to implement changes using Google Ads Editor or manually in Google Ads.
- Achieved a 98% ME (Meets Expectations) rate
- Worked on multiple accounts and industries, gaining valuable insights into various business models and campaign strategies.
- Engaged with clients regularly, providing support, updates, and recommendations to ensure campaign success and sustained growth.

### MEDIA OPERATIONS SPECIALIST

Groupon

Feb 2023 - Oct 2024

- Orchestrated Multi-Channel Ad Campaigns in 10+ countries, managing a monthly budget of 5Cr+.
- Led a team of 4, collaborating with engineering, analytics, and senior executives (CEO, CMO) to align strategies and meet business goals.
- Increased traffic by 60% through successful Black Friday and Cyber Monday campaigns.
- Enhanced CTR by 78% and conversion rates by 68% using Dynamic HTML5 Ads and Demand Gen.
- Got Invited twice to Prague for the Annual Marketing Conference as the sole representative from the Indian team.

### DIGITAL MARKETING SENIOR EXECUTIVE

Ketto Crowdfunding

May 2021 - Feb 2023

- Oversaw and optimized over ₹45L in monthly ad spend across Google and Native platforms.
- Secured an average ROAS of 2.70% across all advertising channels.
- Enhanced marketing performance by 40% through strategic initiatives.