

# Yagni Trivedi

Google Ads Specialist - Google Ads, Performance Monitoring & Campaign Strategy

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## SKILLS

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- **Google Ads Management:** Search, Display, Performance Max, YouTube, Campaigns, Budget Optimization
- **Data Analytics & Testing:** A/B Testing, Competitor Analysis, Performance Monitoring, Keyword Research
- **Campaign Strategy:** B2B Marketing, Business Strategy, ROI Maximization, and Conversion Optimization
- **Creative Ad Development:** Copywriting, Tailored Messaging, USP-Focused Ads & Cross-Channel Integration

## WORK EXPERIENCE

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### Brand Specialist (Freelance/Part-time)

September 2023 – May 2024

*TLG Sales*

*Ontario*

- Constructed audience segmentation, improving click-through, and impressions, sales management by 30%.
- Creating 30+ ad copies for Facebook and Instagram campaigns, focusing on USP to maximize performance.
- Created the growth strategy, driving brand awareness and customer acquisition, ensuring an optimal Ad spend.

### Digital Media Specialist

February 2022 – March 2023

*Social Beats*

*India*

- Launched campaigns for Sephora with targeted keywords, achieving a 6.65% CTR and 10% conversion increase.
- Managed comprehensive account strategies for Sephora, Bonito, Jai Kishan, Tata ensuring client satisfaction.
- Planned a search campaign for ECom in mega sale using 'purchase intent keywords', achieving a 6.65% CTR.

### Sales & Marketing Executive

March 2021 – September 2021

*CMPS Pvt Ltd*

*India*

- Converted 52 leads into long-term clients, boosting conversion rates by 25% in six months through follow-ups.
- Designed marketing collateral, boosting online visibility by 60% & social engagement through brand storytelling.
- Facilitated thorough research, identifying 350+ targets, and converting 52 leads into promising opportunities.

## PROJECTS

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### Brave Career Search Audit (Freelance Project Work)

January 2025

*Brave Career*

- Accelerated ad relevance, impression share, quality score, and CPC by 20% through analysis & bid adjustments.
- Facilitated a detailed audit of two campaigns to identify the best-performing one by analyzing overall spends.

### Ikea Canada FY25 Evergreen Search

October 2024 – January 2025

*Brave Career*

- Strategized a CAD 2,160,000 budget reallocation across five campaigns, projecting an overall ROAS of 2.31.
- Devised a comprehensive media plan and crafted refined ad copies for each campaign to enhance engagement.

### Intuit Canada Performance Strategy

February 2024 – March 2024

*York University*

- Revised audience segmentation, behavioral modeling, demographic targeting. And optimizing CTR and CPA.
- Strategized precise audience segmentation YouTube, Display, Discovery, and Search targeting high-intent users.

### MIT Pune Growth Plan

November 2022 – December 2021

*Social Beat*

- Formulated and built a growth plan to achieve 43,643 qualified leads with a leading 2.05% conversion rate.
- Revamped audience targeting and strategies to enhance reach, improve lead quality, and scale campaigns.

### Integrated McDonald's Strategy

November 2021 – December 2021

*Kraftshala*

- Initiated an omnichannel marketing strategy for the new launch, focusing on awareness, recall, and growth.
- Formulated a remarketing audience strategy, incorporating the selection of a 30-seconds mandatory video ads.

### Research Paper: E-Learning Exploratory Study

April 2020 – August 2020

*GLS University*

- Executed regression analysis, inferential testing, and data visualization, increasing study accuracy by 15%.
- Conceptualized student's perspective towards online mood and represented at an International research panel.

## EDUCATION

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### Post Graduation Certification in Public Relation

January 2024 – September 2024

*York University, Ontario*

### Post Graduation Certification in Digital Marketing

May 2023 – January 2024

*York University, Ontario*

### MBA in Marketing

August 2019 – March 2021

*GLS University, India*

### B.E in Electronics & Communication

August 2015 – March 2019

*SVIT, India*

## CERTIFICATIONS

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- Master Google Ads with Campaign Experience – Brave Career
- Digital Marketing Industrial Credential – Kraftshala
- Google Display Ads and Search Ads – Google
- Digital Marketing and Digital Advertising – HubSpot Academy