

POOJA THACKER

(669) 309-7664 | 1516 Vista Club Cir, Santa Clara, CA 95054 | pooja.g.thacker@gmail.com |
LinkedIn: <https://www.linkedin.com/in/pooja-thacker/> | **Portfolio:** <https://poojathacker.net>
| **Authorized to Work in the US | No Sponsorship Required** |

Strategic Integrated Digital Marketer with a strong foundation in Brand Strategy and 6+ years of Account Management experience. Expert in executing paid social campaigns on platforms like Meta, LinkedIn, Twitter/X, and more. Skilled in optimizing campaigns, analyzing performance, and ensuring client satisfaction. Proficient in using Google Sheets/Excel for data analysis and campaign insights. Also skilled in developing persuasive messaging to elevate brand positioning and drive customer growth.

KEY SKILLS

Paid Advertising: Meta, LinkedIn, Twitter/X, Pinterest Ads, Google Search, GDN, YT, PMax
Concepts: Brand Strategy, Paid Ads, Email Marketing, Social Media Marketing, Content Marketing, SEO, Google Analytics
Tools: Google Workspace, MS Word, PowerPoint, Excel/Google Sheets, Asana, WordPress, Canva
Languages: English, Hindi, Gujarati, Marathi

WORK EXPERIENCE

Media Buyer Paid Social, Media.Monks (Google) - San Francisco, CA. 04/2022 - 10/2023

- Manage various channels for my client, Google, including, but not limited to, Meta, LinkedIn, Twitter, Reddit, Google Search/Display/YouTube/Performance Max
- Execute multi-million dollar campaigns for all Google facets such as Google Ads, Google Cloud, Google for Developers, Google Canada, Chromebook, Google IO, AdMob, Google for SMBs, etc.
- Work with other Marketing Managers on team-focused initiatives to ensure each campaign can be a successful one
- Optimize campaigns to drive efficient performance across KPIs
- Analyze campaign performance, create reports and present results to Google leadership, uncovering detailed analytical insights of the campaigns on a weekly, monthly, and quarterly basis
- Ensure client relationship is healthy with prominent and timely communication
- Responsible for campaign oversight on each assigned Google campaign to ensure its performance is maximized

Freelance, Digital Marketing Consultant - San Francisco Bay Area, CA. 08/2021 - 04/2022
Brand & Marketing Strategy for clients across diverse industries including Beauty, Wellness and Automobile

- Provided detailed research & insights to understand consumer behavior, competitors, and relevant gaps
- Conducted content audit & provides recommendations
- Crafted detailed Customer Personas and persuasive messaging to boost brand positioning
- Developed marketing & content strategy with strategic goals & KPIs to raise brand awareness, drive customer growth and improve overall brand positioning across all digital platforms
- Supported paid media campaigns

Freelance Wedding Planner – Mumbai, India.

07/2014 - 06/2019

- Managed high-budget national & international weddings (\$5MM+), ensuring flawless execution by leading cross-functional teams in event production, hospitality, vendor management, and artist coordination

Senior Account Executive, Scarecrow Communications Ltd. – Mumbai, India 03/2011 - 10/2013

- Managed large-scale accounts overseeing day-to-day operations, creative briefs, presentations, status reports, retainer renewals and billings
- Collaborated with cross-functional teams to develop campaigns, incorporate feedback, and ensure timely deliverables
- Planned & executed pan-India campaign releases: print, outdoor and TV commercials
- Performed Competition Analysis to understand and optimize clients' strategies
- Successfully launched Television Channels like **&pictures** and **Sonic-Nickelodeon**
- Executed an entire rebrand for Future Capital Holdings Ltd; across all product categories

Executive Web Syndicator, Digit 9.0 - Mumbai, India.

11/2010 - 03/2011

Clients: Tips Films & Music, UTV Motion Pictures.

- Enhanced engagement and monetized client content on platforms like YouTube and Facebook, ensuring sustained popularity

EDUCATION

- **Certificate in Digital Marketing**, UC Davis **2021**
- **Bachelor of Mass Media, Concentration: Advertising**, University of Mumbai **2010**

LICENSES & CERTIFICATIONS

- Google Ads Search & Display Certification, Google
- Google Analytics Individual Certification, Google
- Advanced Google Analytics
- Digital Advertising Certification, Hubspot Academy
- Digital Marketing Certification, Hubspot Academy
- [See Complete List](#)