GARIMA DANDOTIYA

PERFORMANCE MARKETING | PAID MEDIA | DIGITAL ADVERTISING

Madhya Pradesh, India | Open to Relocation | +91 97552 32487 | garimad1299@gmail.com

https://www.linkedin.com/in/garima-dandotiya-dmpm/

Professional Summary

Performance Marketing professional with 6+ months of hands-on experience planning, launching, managing, and analyzing paid advertising campaigns for salon businesses. Focused on Meta Ads and Google Ads, with practical exposure to campaign strategy, audience targeting, conversion tracking, performance analysis, and optimization. Familiar with Meta Pixel, Google Tag Manager (GTM), ChatGPT, and AI-assisted campaign and ad-creative workflows.

Performance Marketing Skills

Meta Ads Manager | Facebook & Instagram Campaigns | Google Ads | Search & Display Campaigns | Lead Generation | Campaign Planning & Media Buying | Audience Research & Segmentation | Custom & Lookalike Audiences | Retargeting & Remarketing | Pixel Implementation | Google Tag Manager | GA4 & Conversion Tracking | Campaign Budgeting & Pacing | KPI Monitoring | ROAS, CPA, CPL & CTR Analysis | A/B Testing | Landing Page Conversion Optimization | Ad Creative Strategy | Ad Copywriting | UGC/Video Ad Concepts | Funnel Strategy | Reporting & Insights | ChatGPT & AI-Assisted Marketing

Professional Experience

Angel Makeover Salon | Performance Marketing / Paid Ads | 6 Months

- Planned and executed paid advertising campaigns, including campaign structure, audience targeting, monitoring, and optimization. Reviewed campaign performance and used results to guide adjustments to targeting, creatives, and campaign strategy.

Max Salon | Performance Marketing / Paid Ads | 6 Months

- Built and managed paid campaign strategies, monitored delivery and key performance indicators, and analyzed results to identify optimization opportunities. Worked across campaign setup, ad messaging, audience selection, and ongoing performance improvements.

Education

Post Graduate Diploma in Computer Application (PGDCA) — Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

B.Sc. Mathematics · Jiwaji University, Gwalior

Certifications

WsCube Tech — AI-Powered Performance Marketing / Digital Marketing Course

Internshala Trainings — Complete Digital Marketing with AI (8-week training; completed Mar 2026)