

# Alpana Nadagouda

## Digital Media Marketer

Seasoned digital marketer with an enthusiasm to optimize consumer experience through paid media, creative and analytical solutions.

-  Citizen: American
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## Skills

### Paid Media Planning

(Strategy, Budgeting, Ad Creation, Analytics & Recommendations)

Facebook, Instagram, Snapchat, Twitter, Pinterest, Reddit, YouTube, Google Display Network

### Media Analytics

Power BI, SuperMetrics, Google Analytics

[www.alpana.me](http://www.alpana.me)

## Publications

The Impact of Mobile Media on Consumer Behavior and Mobile Marketing Strategies

-Asian Journal of English Studies

Volume No. 6, Issue No. 3  
(July 2017 edition)

## Languages

English	
Hindi	
Marathi	
German	

## Education

### Storytelling and Content Strategy University of Washington

Oct 2017-May2018

- Content Creation: The Power of Storytelling
- Content Strategy: Crafting the User Experience
- Content Science: Data Analysis

### Symbiosis International University B.A. in Liberal Arts

Aug 2013-May 2017

- Major: Media Studies and Minor: Business Studies (GPA: 3.58)
- Focus: Integrated Marketing Communication, Consumer Behavior, New Product Development, Film Making and Photography, Creative Writing

### Digital Marketing Certification Manipal University

Sept 2015-Dec 2015

- Modules: SEO, SEM, Social Media Marketing, Analytics, Online Reputation Management

## Experience

### Account Manager – Paid Social Add3

May 2019 - Present

### Account Coordinator – Paid Social Add3

Mar 2018 – Apr 2019

- Clients in the e-commerce, cosmetics, news publishing, entertainment, fitness verticals: Amazon, L'Oréal's IT Cosmetics, The Seattle Times, Cinerama, Athletic Form
- Strategized tactical media plans for campaign objectives like Brand Awareness, Reach & Frequency, Traffic, Engagement, Lead Generation, Video Views and Conversions
- Bought paid social advertising on Facebook, Instagram, Snapchat, Twitter, Pinterest, and Reddit
- Recommended best practices for creative as well as optimal targeting including various custom as well as lookalike audiences based on the campaign objective
- Implemented conversion tracking Pixels on e-commerce websites tying them back to ads
- Executed full-funnel campaign activation and daily optimizations to reach client KPIs
- Reported on ad performance data using tools like PowerBI and Supermetrics, followed by providing insights for future media plans
- Worked closely with clients as their daily point of contact which included presenting above reports, sharing on-demand data, resolving technical and structural obstacles
- Earned verified credentials by completing Facebook's Blueprint Certification for Media Planning and Media Buying in 2018

Sept 2017- Mar 2018

### Content Team Intern C+C

- Produced digital content and strategized distribution for C+C and clients like Washington Traffic Safety Commission, King County Metro, Waste Management and Kline Galland
- Monitored social media channels for C+C and Tehaleh Newland Communities
- Managed C+C's Facebook presence which included copywriting and curating organic posts
- Conducted Google Analytics reports for Northwest Energy Efficient Alliance (NEEA), Tehaleh and King County followed by recommendations
- Brainstormed campaign strategies and wrote RFPs for clients like ENERGY STAR Conducted results-driven content audits and provided ideas for future strategies Assisted in event photography and photo shoots to build content database for clients

## Projects

### Capstone Project

#### Digital Marketing Strategy for a Community Startup

Jan 2017 -Apr 2017

- Created media performance metrics of a wheat flour start-up that caters to Indian farmers
- Planned and scheduled the strategy using Hootsuite, AdWords, Disavow Links tool and Analytics
- Designed creatives and copy for the Facebook brand page and website
- Forecasted results with financial costs and recommended business development modules

## Dissertation

### Impact of Facebook Brand Posts on Consumer Behavior

Dec 2015 - Apr 2016

- Conducted interviews of apparel brand managers to gain insights into online reputation
- Completed literature reviews and surveys on buying behavior of undergraduate students
- Analyzed the data to determine the effects on apparel brands' sales

## Hobbies



Photography



Dancing



Modeling



Traveling