

SUSHANT KARKERA



CONTACT

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- 📍 Vashi, Navi Mumbai

EDUCATION

- 2024 **POST GRADUATION DIPLOMA IN SOCIAL COMMUNICATION MEDIA FROM SOPHIA COLLEGE**
- 2019 - 2022 **BACHELOR OF ARTS MULTIMEDIA AND MASS COMMUNICATION FROM PILLAI COLLEGE OF ARTS COMMERCE AND SCIENCE, PANVEL (AUTONOMOUS)**
- 2019 **H.S.C SCIENCE FROM SS COLLEGE, SEAWOODS**
- 2017 **S.S.C FROM FR. AGNEL MULTIPURPOSE SCHOOL, VASHI**

PERSONAL INTEREST

- Photography
- Videography
- Dancing
- Traveling
- Sports

WORK

CINEMATOGRAPHER

- Pyaar Mohobbat Aur Maut ka kuan - Documentary
- Podcast - Rahul Desai
- Podcast - Ranna Ayub
- Waterways - News feature
- Shadow - SHowreel
- Bhindi Masala
- Echo of change
- Chai Sutta - Short Film

EXPERIENCE

COMPANY: TG CONNECT (2023 SEPT - MARCH)

POSITION: PPC INTERN (SEPT - DEC)

- Prepare and send daily, weekly, and monthly reports.
- Daily check on campaign progress.
- Ensure pacing and performance meet client goals.
- Conduct keyword analysis for projects.
- Monitor campaigns to prevent overspending and achieve results.

POSITION: PPC EXECUTIVE (JAN - MARCH)

- Create campaigns and ads for lead generation.
- Develop media plans for client approval.
- Ensure timely campaign planning and delivery.
- Set up Google and Facebook campaigns per client needs.
- Create GTM tags and tracking for campaigns.
- Test ad tags and creatives for quality assurance.
- Manage and optimize campaigns to meet goals.
- Build audiences in Google and Facebook Ads.
- Integrate lead flow using tools like HubSpot and Zapier.
- Generate regular reports for clients.
- Analyze performance and optimize campaigns.
- Use tools: Google Ads Manager, GTM, Facebook Ads Manager, HubSpot, Integromat, Zapier, Excel, and Canva.

EXTRA- CURRICULAR ACTIVITES

- have been an active member in college festival ALEGRIA.
 - was also member of official dance group of Pillai RTN (Remember The Name) and also represented college in intercollege fest in dance competitions
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SKILLS

- Photography
- Videography
- Video editing (Adobe premiere pro)
- Creative
- Google Ads
- Facebook Ads
- Hubspot

CERTIFICATES

- Cinematography course : shoot better with any camera - Udemy
- Cinematography course: shoot expert video on any camera - Udemy
- Youtube Master class: Your complete guide to Youtube - Udemy
- The Fundamentals of Digital Marketing - Google