

DEEPINDER SINGH



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SUMMARY

A motivated and detail-oriented fresher pursuing a Bachelor of Computer Application (B.C.A.), with Meta Ads (formerly Facebook Ads) PPC (Pay-Per-Click) marketing. Seeking an opportunity to apply my digital marketing skills, creativity, and analytical mindset in a dynamic environment to drive online traffic, generate leads, and contribute to the growth of a forward-thinking organization.

EDUCATION

2025 - 2028

Bachelor of Computer Application (B.C.A.)
Chandigarh University

SKILLS

Meta Ads (Facebook & Instagram Ads)

- Creating and managing Meta Ads campaigns (Facebook Ads Manager, Meta Business Suite)
- Audience segmentation and targeting for effective PPC campaigns
- Campaign optimization, A/B testing, and performance analysis
- Conversion tracking and reporting
- Budget management and cost-per-click (CPC) optimization

Technical Skill

- MS Office (Word, Excel, PowerPoint)
- Ecommerce Business

Analytical Skill

- Data analysis and reporting
- Ability to interpret campaign performance data to optimize marketing efforts

Soft Skill

- Strong communication and teamwork
- Problem-solving and time management
- Creative thinking and content ideation

WORK EXPERIENCE

JAN 2026 - PRESENT

DamnArt

DigitalMarketing Intern (Meta Ads)

JUN 2025 - JAN 2026

Federation Overseas Education Consultants (FOEC)
URP World Forex (Currency Exchange)

Languages

- English Fluent
- Hindi Fluent
- Punjabi Native