



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## ऑनलाइन विज्ञापन प्रबंधक

An Online Advertising Manager is responsible for building brand awareness. Through digital marketing—search, social media, display and video ads—they get a product or service in front of the right audience at scale, and measure...



### Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

[career.gsssjethantri.in/#/career/online-advertising-manager](http://career.gsssjethantri.in/#/career/online-advertising-manager)

## राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

[www.gsssjethantri.in](http://www.gsssjethantri.in) · [career.gsssjethantri.in](http://career.gsssjethantri.in)



### सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर  
Principal, GSSS Jethantri · Master Trainer



### श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर  
Principal, DIET Barmer



### श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)  
Sr. Lecturer, DIET Barmer (Support)



### भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)  
Designed & developed · Lecturer (History)

### विशेष धन्यवाद · SPECIAL THANKS



### सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



### सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



### वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



### कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित  
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

## 1 About this career

An Online Advertising Manager is responsible for building brand awareness. Through digital marketing—search, social media, display and video ads—they get a product or service in front of the right audience at scale, and measure and improve campaign performance.

## 2 At a glance

|                       |                                                       |
|-----------------------|-------------------------------------------------------|
| Minimum qualification | 10+2 then a degree in BBA/marketing/advertising/media |
| Avg. Salary           | ₹20,000–₹80,000+/month                                |
| Work mode             | Desk job, team- and data-driven                       |
| Demand                | Very high in digital advertising                      |

## 3 What you need

### INTERESTS

- Interest in the digital world, social media and brands
- Strong urge to learn new media and tools
- Enjoy analysing problems and situations

### ABILITIES

- Excellent verbal and written communication
- Ability to analyse data and numbers
- Creative thinking and ideas

### KEY SKILLS

- Google Ads and Meta (Facebook/Instagram) Ads
- Analytics and campaign measurement
- Sense for copy and creatives
- Team coordination and reporting
- Understanding of SEO and SEM
- Budget and bidding management
- A/B testing and optimisation

---

## 4 How to get there

---

- 1 Pass 10+2 in any stream.
- 2 Do a bachelor's in BBA/marketing/advertising/media science.
- 3 Optionally do a master's in the same field.
- 4 Or take a diploma in advertising/marketing.
- 5 Gain experience via Google/Meta certifications and internships.

### MAIN EXAMS

- CAT/CMAT/MAT (for MBA admission)
- University/BBA entrance tests

---

## 5 Where to study

---

### GOVERNMENT INSTITUTES

- IIM Ahmedabad — Ahmedabad (<https://www.iima.ac.in/>)
- IIM Udaipur — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- Shaheed Sukhdev College of Business Studies, DU — Delhi
- Indian Institute of Social Welfare & Business Mgmt. — Kolkata

### PRIVATE INSTITUTES

- University of Technology, Jaipur — Jaipur, Rajasthan
- IIDE – Indian Institute of Digital Education — Mumbai (<https://iide.co/>)
- Jain University — Bengaluru
- UPES School of Business — Dehradun

### ONLINE

- Google Digital Garage / Skillshop — Online (<https://skillshop.withgoogle.com/>)
- Coursera – Digital Advertising — Online (<https://in.coursera.org/courses?query=advertising>)
- Udemy – Advertising & Marketing — Online (<https://www.udemy.com/courses/marketing/advertising/>)

### FEES

Course fees range roughly ₹24,000 – ₹20,00,000 depending on the institute (2026 estimate).

**SCHOLARSHIPS**

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)
- Buddy4Study Scholarships (<https://www.buddy4study.com>)
- Rajasthan SSO / Mukhyamantri scholarships (<https://sso.rajasthan.gov.in>)

**6 What the work is like**

---

**WHERE YOU WORK**

Advertising agencies, digital marketing agencies, PR agencies, corporate businesses and media houses.

**WORK CULTURE**

Mostly a desk job; usually 5–6 days a week, 8–9 hours a day. You may lead a team and sometimes put in extra hours. Opportunities exist for persons with disabilities too.

**WHO HIRES**

- |                                       |                                            |
|---------------------------------------|--------------------------------------------|
| • Google / Meta India                 | • Digital agencies (Dentsu, WPP, Publicis) |
| • E-commerce firms (Amazon, Flipkart) | • Startups and D2C brands                  |
| • Media houses and OTT platforms      | • Independent digital marketing agencies   |

**DEMAND (2026)**

Digital ad spends in India are growing fast, so demand for skilled managers who can run Google and social ads is very high—including in smaller towns and Rajasthan businesses.

**7 Career growth**

---

- 1 Advertising Operations Coordinator (Digital)
- 2 Advertising Operations Manager
- 3 Advertising Specialist
- 4 Head of Geographical Unit
- 5 Head of Company

## EARNINGS

|              |                 |
|--------------|-----------------|
| Starting     | ₹15,000–₹25,000 |
| Mid level    | ₹35,000–₹60,000 |
| Senior level | ₹80,000+        |

Per-month estimate (2026). Income rises sharply after 4–6 years; freelancers/agency owners can earn more.

## 8 The good parts · The challenges

### The good parts

- Fast-growing, future-proof field
- Uses both creativity and data
- Remote/freelance opportunities readily available

### The challenges

- Constant pressure of targets and results
- Platforms and algorithms change constantly
- Long hours in front of a screen

## 9 Real-life journeys

### Ambika Sharma

#### Founder & MD—Pulp Strategy (Digital Agency)

Ambika Sharma founded Pulp Strategy in the early days of digital advertising and built it into a leading Indian digital-marketing agency. Combining technology with creativity, she runs online campaigns for major brands and is an inspiration for women entrepreneurs.

Exchange4media · <https://www.exchange4media.com/marketing-news/founder-and-md-ambika-sharma-becomes-sole-equity-stakeholder-of-pulp-strategy-88837.html>

### Harshil Karia

#### Founder—Schbang (Digital-first Advertising Agency)

Harshil Karia co-founded Schbang in Mumbai in 2015 and built it into one of India's leading digital-first advertising agencies. Running online campaigns for major brands like Asian Paints and FirstCry, he grew the company to over 1,000 employees in seven years and opened its first international office in London.

Exchange4media · <https://www.exchange4media.com/advertising-news/taking-indias-prowess-to-the-world-harshil-karia-on-schbangs-first-outpost-in-uk-122466.html>

## 10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Proofreader
- Scriptwriter
- Creative Writer

## 11 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%91%e0%a4%a8%e0%a4%b2%e0%a4%be%e0%a4%87%e0%a4%a8-%e0%a4%b5%e0%a4%bf%e0%a4%9c%e0%a5%8d%e0%a4%9e%e0%a4%be%e0%a4%aa%e0%a4%a8-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-online/>
2. Google Skillshop — <https://skillshop.withgoogle.com/>
3. National Career Service (NCS) — <https://www.ncs.gov.in/>
4. National Scholarship Portal — <https://scholarships.gov.in>



### And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

[career.gsssjethantri.in](https://career.gsssjethantri.in)