

PPC Expert with 5 Years of Experience

Professional Summary:

- Have 5+ years of experience in Digital Marketing in which 4 Years in PPC Marketing remaining as Digital Marketing Executive.
- Managed a portfolio of multiple clients' accounts for various B2B and B2C businesses, which include national and global brands.
- Handling the Different Kinds of Industry i.e. Ecommerce, Real Estate, IT Products, Health Care etc.
- Understanding client business and requirements. Formulating strategies and road map for successful delivery of PPC campaigns.
- Creating/Managing Paid Campaigns on Google Search & Display Networks, Facebook, LinkedIn and other social media networks.
- Perform daily account responsibilities associated with Google Ads, Yahoo, Bing and other search platforms.
- Remarketing for the potential audience on various platforms like Google Ads, Facebook and Instagram, LinkedIn, Other Social Network Sites.
- Experience in managing large scale performance based PPC campaigns on enterprise level PPC management platforms.
- Creating & managing Pay Per Click (PPC) campaigns for search, display & Remarketing for lead conversion.
- Making daily adjustments to PPC campaigns based on budget constraints, lead generation goals, cost-per-action targets and other parameters that clients specify.
- Executing tests, collecting and analyzing data, identifying trends and insights in order to achieve maximum ROI in paid search campaigns.
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Optimize search campaigns regularly for maximizing the output - keyword optimization, ad copy optimization, campaign optimization, landing page optimization.
- Provide regular reporting and recommendations to clients based on PPC program results.
- Monitor client conversion rates and optimize results through A/B testing and other KPI's.



- Working with large data sets in Excel and uploading data/content for ads using the AdWords Editor tool.
- Preparing Customized Reports (Daily, Weekly & Monthly) to make new strategies and improve the campaign performance.
- Keep up with the industry trends and product updates in the Search Advertising space and bring in industry best practices in day to day operations.
- Communication to team and management on project development, timelines, and results and work closely with the other team members to meet ROI goals.

Educational Qualification:

Master of Computer Applications (MCA).

Certifications:

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Shopping Ads Certification
- Google Analytics certification

Technical Skills:

- Language: HTML, Java Script, CSS.
- Operating System: - Windows 10/8.1/XP/7.
- Search Engine: - Google, Yahoo and Bing.
- Tools: Google Analytics, Google Search Console, Google Ads Editor, Google keyword planner, Word tracker, Kenshoo, LinkedIn Campaign Manager, Google Tag Manager, Tableau, Microsoft Excel, Web trends, Salesforce CRM.
- Database: - Oracle, MS Access.

Project 1:

Designation: PPC Analyst

Description:

Shop Proozy for discount and clearance apparel, footwear and gear from leading retail brands, like Under Armour, Nike, Birkenstock, Oakley and more

Roles and Responsibilities:

- Creating, Implementing, tracking, analyzing and optimizing Google Ads campaign.
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- Daily account optimization & budget checks to maintain budget pacing of the month.



- Managing social media campaigns includes Facebook, Instagram and LinkedIn
- Implemented Google Analytics with its various features (Event Tracking, Goal Setup, Funnel tracking) to track websites & report accordingly.
- Manage E-Commerce analytics and Google Merchant services
- Conducted keyword/audience research and created/implemented keyword strategies for pay-per-click campaigns.
- Provided ongoing support of all PPC initiatives including reporting, analysis and optimization recommendations.
- Utilized bid management tools and data modeling to maximize the effectiveness of paid advertising campaigns.
- Monitored campaign results, analyzed key metrics, and optimized cpc, ad copy, click-through and conversion rates.
- Worked with development to optimize landing pages for search engine quality score & conversion improvements.
- Creating experiments to test changes and measure results and applying the changes for better performance.
- Bid management through Kenshoo, Google Ads, and Facebook Ads Manager. Create ad copy, optimize, and set audience targeting for new and existing campaigns.

Project 2:

Designation: PPC Specialist

Description:

With Pioneering innovation in gated communities, it has been growing since 1996. Holding an unwavering vision to offer a sustainable balance between affordability and luxury, we bring you homes that enthrall your heart. We build homes of global standards of construction with a great sense of environmental responsibility. Their mission has been to reach new heights and become the standard bearer of the real estate industry by creating the best living spaces.

Roles and Responsibilities:

- Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns.
- Analyze detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation.
- Provide ongoing reporting of search program performance metrics
- Develop, recommend, and execute proposal, account, & campaign strategy
- Analyze performance of Customer's portfolio of paid search marketing campaigns
- Search engine marketing/SEM, Pay Per Click Marketing (PPC) Social Media/SMO

- Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
- Monitoring the success of campaigns using various reporting tools.
- Analyzing campaign metrics/data and providing interpretation and suggestions for improving performance to the Manager
- Conducting AB testing across ads and landing pages.

Project 3:

Designation: PPC Specialist

Description:

Darwin box innovative HR software lets you manage the entire employee lifecycle on one unified HR solutions platform, with design standards maintained for an intuitive and rich user experience. HR management software is the deliberate end to end process tracking and HRMS software solutions for businesses.

Roles and Responsibilities:

- Execute online marketing campaigns across multiple channels such as Search, Display, and Remarketing & Social Media Marketing.
- Quickly understand and support initiatives that will contribute to the goals and success of client campaigns.
- Perform daily account management and of pay per click accounts on Google AdWords, Bing and other search platforms for a variety of clients.
- Analyzing complex data to provide for campaign optimization, maintaining & managing PPC spends
- Maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics creative Ad copies
- Execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other modules of paid search in accordance with client goals.
- Planning seasonal/ offer/ product lunch campaigns in innovative way on Digital channels.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives

Project 4:

Designation: Digital Marketing Executive

Description:

Indus Health Plus is India's leading Preventive Health Checkup platform that connects millions of patients to 'Available, Accessible and Affordable' Preventive Health Checkup Packages. For



the past 16 years, Indus is spreading the cause of prevention among people & motivating them to join the drive of 'Mission Prevention'. Indus has set up strategic alliances with well-equipped and renowned delivery partners in more than 122 centers, in over 78 cities, across 17 states of India. Indus is also proud to extend its services in UAE. Indus Preventive Health Checkups have been successfully provided to over 6 lakh satisfied customers across the nation.

Roles and Responsibilities:

- Use latest SEO techniques and being updated on the latest changes.
- Perform SEO audits and deliver an actionable roadmap for ongoing improvements
- Perform daily account management and of pay per click accounts on Google AdWords, Bing and other search platforms for a variety of clients.
- Analyzing complex data to provide for campaign optimization, maintaining & managing PPC spends
- Maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics creative Ad copies
- Execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other modules of paid search in accordance with client goals.
- Planning seasonal/ offer/ product lunch campaigns in innovative way on Digital channels.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.