

S.Badri Narayana

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SUMMARY

Data-driven Digital Marketer with 3.6+ years of experience crafting and executing successful campaigns across PMax, Search Ads, Shopping Ads . Managed a budget of \$65,000 USD for international e-commerce clients. drive traffic and boost conversions. Passionate about staying ahead of digital trends and delivering measurable results.

KEY COMPETENCIES

- Google Ads
- Ecommerce websites
- Search Engine
- SEO Strategies
- SA360, Bing Ads Shopping Ads
- PMax Campaigns
- Campaign Analysis & Reporting
- PPC & SEM Strategies
- Marketing Strategies Content
- Writing
- Assist Clients

WORK HISTORY

FEB-2022 - Till date

IBM PRIVATE LIMITED,Bangalore|PROCESS DELIVERY SPECIALIST -SEM

- Planned, developed, and Optimized , executed Search And Shopping across Google Ads platforms
- Managed PMax and Search Ads campaigns for a international e-commerce clients, driving global sales growth.
- Managed campaign budgets and optimized bids for maximum return on ad spend (ROAS) or other campaign goals.
- Successfully Handled a total Budget of 65000 USD, ensuring optimal campaign performance and Return On Ad Spent.
- Monitored campaign performance and made data-driven adjustments to improve results
- Conducted audience research to identify target audiences for campaigns
- Leveraged Google's audience insights and segmentation tools to reach the right people at the right time
- Developed audience lists for remarketing campaigns
- Hands on experience with Marketing platforms and analytical tools like Google Editor, Google Analytics.
- Created high-quality ad copy and visuals for PMax campaigns, adhering to Google's guidelines.
- Generated reports to track the campaigns.
- Analyzed data to identify trends and insights to improve campaign performance And Presented campaign results to Clients

EDUCATION

Bachelor of Business Administration

GPA: 82% | Krishna Chaitanya Degree
College -Nellore, AP. - 2021

Intermediate | GPA: 82% | Narayana Junior
College --Nellore, AP.-2018

CERTIFICATIONS

- Google ads display certification
- Shopping ads certification
- Search ads 360 certification
- Google ads search certification

SOFT SKILLS

- Process improvement
- Report writing and presenting
- Critical thinking skills
- Excellent communication skills Strong
- interpersonal skills
- Self-motivated
- Exceptional organizational skills Time
- Management
- Handle multiple projects