

PPC Analyst

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OBJECTIVE

Looking for a challenging position with the leading corporates which will help me to develop along with the organization growth. Willing to work as the key player in challenging and creative environment.

SUMMARY

- Having around **6 months** of Experience in managing Google Ads campaigns.
- Strong knowledge on **Campaign setup, Optimization and Analysis**.
- Knowledge on creating campaigns like Search, Display, Video, Shopping, Universal mobile app, Facebook & Insta Ads etc.
- Skilled in Keywords research based on the requirement.
- Ability to prepare ad campaigns and variations.
- Familiar with **Microsoft Word, Excel and Power point platforms**.
- Optimizing the campaigns to get better conversion rate.
- Keyword Research by using keyword planner.

TECHNICAL SKILLS

- Digital Marketing Skills : **SEM**
- Ad networks : **Search, Display, Shopping and Video Networks, Bing Ads, Facebook & Insta ads And Linked In ads.**
- Content Editing Tools : **Ms Office and Google docs**

EDUCATION

- College : **Rajiv Gandhi University of Knowledge Technologies, RK Valley, Kadapa**
- Specialization : **Electronics and Communication Engineering**
- Percentage : **80.75%**

FUNCTIONAL SKILLS

- Creating quality and compelling ad copies with targeting keywords within the ads.
- **Day to day work comprising of monitoring keywords and ads performance.**
- Keyword research by using keyword planner.

INTERNSHIP EXPERIENCE

08/2024 – 02/2025

GOOGLE ADS INTERN - URBANHOMES – REAL ESTATE COMPANY

CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification

RESPONSIBILITIES

- Avoiding unnecessary keywords using negative match type.
- Knowledge on ad extensions which helps to increase ad rank.
- Identifying the potential and non potential keywords based on search terms reports.
- Improving the keyword relevancy to the ad and landing page so as to increase CTR and quality score.
- Working on keyword match types.
- Identifying the negative keywords and putting into negative.
- Ability to prepare ad campaigns and variations.

STRENGTHS

- Ability to work hard.
- Desire to learn and work on new technologies.
- Ability to motivate and communicate with team members.
- Hard working and passionate to learn new skills which help in career growth.

DECLARATION

I am here by declaring that the information provided above is true to the best of my knowledge and belief.

Location: Hyderabad

Date:

Sreesailam Sindhuja