

ANUSHA VEMULAPALLI

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PROFESSIONAL SUMMARY

- With over five years of experience in digital marketing, specializing in Paid Search and Social Media advertising, I excel at optimizing ad performance, reducing costs, and increasing conversions. I design and manage highly effective campaigns, using data-driven insights to refine strategies and drive measurable growth. I am eager to apply my expertise to new challenges and contribute to the success of innovative organizations, helping them achieve their goals.

SKILLS

Digital Marketing Skills : SEM, AdWords, PPC, SMM

Ad Networks : Meta Ads, LinkedIn Ads, Twitter Ads, Pinterest Ads, Google Ads, Bing Ads

Content Editing Utilities : MS Excel, Google Docs

Expertise : Digital Operations, Campaign Management, Budgeting and Optimization, Client Interaction, Audit and Quality Improvement, Performance Reports and Strategic Planning, Market and Competitive Analysis, Data Analysis

WORK HISTORY

Company: Cognizant Technology Solutions

Location: Hyderabad, India.

Role: Senior Process Executive

Duration: May 2022 – April 2024

Primary responsibilities:

- Successfully managed six international accounts, consistently delivering all tasks within established deadlines and ensuring high levels of client satisfaction.
- Collaborated independently with Account Managers and Media Account Directors to devise and execute comprehensive Paid Search and Social campaign strategies for clients across the EMEA (Europe, Middle East, and Africa) and North America (NA) regions.
- Provided expert guidance, conducted market research, and developed strategic recommendations for Paid Search and Social Media campaigns targeting the EMEA, US, and Canadian markets.
- Executed a diverse range of paid media campaigns across multiple platforms, including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Google Ads, and Bing Ads, ensuring alignment with overall marketing objectives.
- Oversaw the complete campaign lifecycle, including the setup of ad sets, creation of advertisements, audience targeting, development of ad copy, A/B testing, creative review, and comprehensive reporting for client campaigns.
- Generated detailed reports on a yearly, monthly, weekly, bi-weekly, and daily basis, evaluating all online marketing channels. Measured key metrics such as ROI, traffic, conversions, and KPIs to assess campaign performance and effectiveness.
- Managed the day-to-day operations of paid media campaigns, closely monitoring budget allocation and spending to ensure optimal use of resources and adherence to financial parameters.
- Maintained effective communication with clients, ensuring their needs and expectations were met through timely delivery of work and responsive support, fostering strong client relationships and satisfaction.

Company: VOLANTKART Pvt Ltd

Location: Hyderabad, India.

Role: Analyst

Duration: April 2019 to May 2022

Primary responsibilities:

- Expertly manage client accounts to boost visibility and drive revenue growth by implementing strategic Search Engine Marketing (SEM) and Social Media Marketing (SMM) tactics. Develop customized strategies that align with each client's unique business objectives and market dynamics, ensuring maximum impact and results.
- Design and produce compelling, innovative advertisements aimed at significantly improving click-through rates (CTR). Employ creativity and market insight to craft ads that effectively engage target audiences and drive desired actions.
- Leverage Search Terms Reports to identify high-potential keywords and refine campaign strategies. Continuously optimize campaigns to enhance performance, ensuring that targeted keywords align with evolving market trends and audience behaviors.
- Oversee daily SEM and SMM operations, with a focus on Google Ads for SEM and social media platforms like Facebook, Instagram, LinkedIn, and Twitter for SMM. This includes designing and implementing campaign structures, managing budget allocation, evaluating campaign performance, and executing optimization strategies to maximize effectiveness, engagement, reach, and ROI across both search engine and social media platforms.
- Systematically monitor and analyze Key Performance Indicators (KPIs), including Click-Through Rate (CTR), Quality Score, and conversions. Use these metrics to gauge campaign success and identify areas for improvement.
- Develop and deliver detailed reports on campaign performance. Analyze data related to keywords, ad copies, and bounce rates, and provide actionable insights that guide strategic adjustments and enhance overall campaign effectiveness.
- Lead and coordinate seasonal digital marketing initiatives, including the development of creative assets, execution of website refreshes, and creation of microsites. Ensure these campaigns are strategically aligned with brand goals and market opportunities.
- Conduct in-depth analyses of campaign performance to identify key metrics and trends. Utilize findings to optimize strategies, improve conversion rates, and drive better overall results.

CERTIFICATIONS

- Social Media Certifications: Meta Blueprint - Certified Digital Marketing Associate
LinkedIn Fundamentals and Market Strategy
Twitter Flight School Video Badge
- Search Certifications: Google Ads Search Certification from Google Skillshop
Search Ads 360 Certification
Google Analytics Individual Qualification
- Digital Marketing: HubSpot Digital Marketing Certification

EDUCATION

- **B. Tech (Electronics and Communications Engineering)** with an aggregate of **71 %** from **JNTU HYD** in **Vaagdevi Engineering College** (2013-2017).
- **Intermediate** with an aggregate of **93.3 %** from Board of Intermediate education in **New Science Junior College** (2011-2013).

- **SSC** with an aggregate of **92.5%** from Board of Secondary Education in **Model High School** (2010- 2011).

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