

SURESH BINGI

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Profile:

Corporate Digital Marketing Analyst with Emphasis on AdWords, PPC, Analytics.
Results-driven AdWords Professional with hands-on experience in Campaign management,
Expertise in Search and Shopping.

Summary:

- Detail oriented, with good analytical, technical and problem solving skills.
- Campaigns and Ad group creation in Google AdWords, Creating Effective Ad Copy, Bid management, Content campaign optimization, Landing page optimization, Generating Leads, Accountability (Responsibility) for PPC Budgeting, ROI.
- Used analytics to analyze and generate weekly and monthly reports for email campaigns.
- Managed all Pay-Per-Click advertising, making decisions with a weekly budget.
- Prepared performance reports to be presented to management.
- Developed efficient PPC strategies and provided update.
- Performed regular tests to maintain optimization of keywords.
- Prepared and organized various SEM campaign performance reports.

Professional Experience:

Company: P2pro Technology Solutions Pvt Ltd

(June 2019 – Till Date)

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

Technical Skills:

- Google AdWords
- Google Analytics
- Social Media Marketing
- MS Word MS Excel

Certifications:

- Certified in Google AdWords
- MS Word MS Excel

Internship:

- Organization : DRDO
- Description : Image Processing project

Education:

B-Tech Computer Science and Engineering (2012-2016): Bhaskar Engineering College, Moinabad. Affiliated to Jawaharlal Nehru Technological University, Hyderabad.

Board of Intermediate Education (2010-2012): Royal Junior College, Mehdipatnam, Hyderabad.

SSC (2009-2010): GHS Kulsumpura, Hyderabad.

Personal Details:

- Father's Name : Bingi Mallaiah
- Mother's Name : Bingi Pushpa
- Date of Birth : 29-05-1995
- Gender : Male
- Nationality : Indian
- Marital Status : Married
- Languages Known : English, Hindi & Telugu.

I hereby solemnly declare that the above details are true to the best of my knowledge.

Date:

Place: HYDERABAD

(B.SURESH)