

# Karishma Shaik

## PPC Executive

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Quest to acquire a challenging position in an environment where I can utilize my Digital Marketing experience and Analytical Skills that contributes to the growth of the Company and scope to further enhance my Skills.

## Professional Summary

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Enthusiastic Digital Marketing Professional with good acumen having 2+ Years of extensive experience in Keywords research, creating, implementing, tracking, analyzing and optimizing campaigns, budgeting, bidding strategies and analyzing data and preparing detailed daily/weekly/monthly analytical reports.

## Work History

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### 14-04-2019– Till date **PPC Executive**

*VolantKart Private Limited, Hyderabad, Telangana*

- Creating, planning and Implementation of campaigns in Google Ads as well as reporting. Also monitoring the budgets for all networks.
- Proactive Campaign tracking ,making recommendations and doing optimization& implementation accordingly.
- Keyword research based on multiple factors and categorizing based on priority wise.
- Daily bid adjustments by analyzing major metrics like Impressions, CTR, conversions and auction insights to get better ROI and reach desired CPA.
- Preparing negative keywords by analyzing the search term report to reduce the irrelevant traffic as well as the unnecessary spend and thereby reducing CPC.
- Preparing relevant and engaging ad copies by analyzing trends as well as showing the unique selling point to get better Quality score.
- Focusing on top funnel audience by creating custom audience and also prepare remarketing audience for display campaigns.
- Preparing detailed reports on daily changes and also spend reports, monthly and quarterly performance comparison reports.

## Technical Skills

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Google Ads (Search, Shopping, Display and Video)  
Google Ads Editor  
Google Analytics  
Microsoft Excel

## Certifications

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Google Ads Search Certification  
Google Ads Display Certification

## Education

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2012 – 2016	<b>BTech: Civil Engineering</b> <i>BVSR College of Engineering (JNTU K) – Chimakurthy,Prakasam Dist.</i> Secured 92% as aggregate
2010 – 2012	<b>Intermediate: Mathematics,Physics,Chemistry</b> <i>Sri Vivekananda Jr College - Podili,Prakasam Dist.</i> Secured 90% as aggregate
2010	<b>SSC</b> <i>Nirmala Convent – Podili,Prakasam Dist.</i> Secured 82% as aggregate

## Languages

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English  
Telugu  
Hindi

## Interests

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Gardening  
Cooking  
Travelling

## Declaration

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I hereby confirm that all the details mentioned above are true and authentic to the best of my knowledge.