

# Debashish Pradhan

Associate II, Account optimizer Q/A

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Have **2 years** of experience in **Ad Operation** (Platform: Pinterest). Moreover, I have hands-on experience on **Google Ads** and **DV 360**.

**Trafficking** new campaigns, monitoring and **optimizing campaigns** on a daily, weekly and monthly basis. Suggesting bid, budget and new keywords for the better performance of the campaign.

## Technical Expertise

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- **Google Ads**
- **DV 360**
- **Pinterest Ads**
- Tableau
- MS Excel
- Salesforce
- Ad Trafficking

## Work History

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2019-10 - Current

### Campaign Delivery Manager

*MediaMint, Hyderabad, Telangana*

- Setting up **search, display, video, conversion campaigns** based on contract signed IO's
- **Trafficking** new campaigns as per the client's requirements
- Pulling and preparing the reports for the Account Managers/ Clients as per the requirement (**Spend, EOC wrap-ups**)
- Building up **optimization** strategies to help the campaigns deliver in full and meet their goals
- **Keyword Optimization** for campaigns such as adding negatives and positives from **Search Query**
- Keeping a tab on the critical issues like **Revenue Drop**, Trending **CPC/CPA/CPM**, Creative rejections and Delivery along with campaign pacing using **pacing trackers**
- Suggesting **bid, budget, frequency cap and targeting** and pin level **recommendations** to shape the structure of the campaigns
- Implementing **tags**, building up **boards** for accounts
- Training new hires along with proper KT of the deliverables
- Troubleshooting the campaigns, ad groups and creative to fix the problem and reaching out to the technical team if there is any bug issue.

2019-07 - 2019-09

### Intern

*MediaMint, Hyderabad, Telangana*

- Responsibilities included developing digital advertising campaigns for small to medium size businesses using Google's keyword and auction based, pay-per-click platform; optimizing and improving the performance of the online campaigns based on data and report analysis.

2019-05 - 2019-06

### Intern

*AuroIn, Bhubaneshwar, Odisha*

- AuroIN being a digital marketing company, I worked here to generate leads over social media and other platforms and thereby improving website characteristics.

## Education

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2015-08 - 2019-08

### Bachelor of Technology: Electronics and Electrical Engineering

*Institute of Technical Education and Research - Bhubaneswar*

2013- 04 - 2015-04

### Intermediate: Science

*DAV Public School, MCL Kalinga Area - Angul*

## Accomplishments

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- **Rising Star Award** for the Quarter Q3 2019 @ MediaMint
- **Client's Favorite Award** for the Quarter Q2 2020 @ MediaMint
- **Display and Video 360:** Certified from Google skillshop, **completion ID:** 80778898
- **Google Ads Display:** Certified from Google skillshop, **completion ID:** 81133583

## Skill Set

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- Dynamic and highly motivated, with comprehensive problem-solving skills
- Confident and creative
- Possess a good technical aptitude and a high level of analytical ability
- Adapt quickly to diverse management and client styles
- Positive, result and detail oriented

## Declaration

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I hereby declare that the above information and particulars are true and correct to the best of my knowledge and belief.

**Debashish Pradhan**