

Prema kumar Bingi

(Adwords Analyst)

Phone No: 9676600689

Email ID: bpk12443@gmail.com

OBJECTIVE:

To be an excellent professional and to be a part of an organization which provides constant learning of latest technological upgrades and provides career growth.

PROFESIONAL EXPERIENCE:

- Working for **E2 SOLUTIONS INDIA PVT LTD** as **PPC Analyst** from Jan 2019 to till date.

TECHNICAL SKILLS:

- Digital Marketing Skills : SEM
- Ad Networks : Search , Display and Video Networks
- Content Editing Utilities : MS Office & Google Docs

PROFESSIONAL SUMMARY:

- Having over 3 years of experience into SEM as an Adwords Analyst.
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keywords Research based on the required.
- Worked for the clients from different parts of the globe U.S.A, U.K and Canada.
- Hardworking and passionate to learn new skills which help in career growth.

Specialties:

- SEM * Search ,Display and Video Networks * MS Office & Google Docs

EDUCATIONAL QUALIFICATIONS:

Bachelor of Technology (ECE) From Jawaharlal Nehru Technological University, Anaparthi completed in the year of 2016.

FUNCTIONAL SKILLS:

- Day to day work comprising of monitoring of keywords and ads performances
- Understanding the client requirement under the guidance of senior teammembers.
- Keyword Research by using keyword planner
- Working experience in both search and display ad networks.
- Using the keyword match types effectively which generates potential traffic
- Creating quality and compelling ad copies with targeting keyword within the ads.
- Monitoring the campaigns to analyze key metrics and conversion rate.
- Analyzing the traffic and KPI's using Google Analytics.

WORK EXPERIENCE:

Role: PPC Analyst

Responsibilities:

- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on Search terms report.
- Improving the keyword relevancy to the ad and landing page so as to increase CTR and Quality score.
- Knowledge on ad extensions which helps to increase Ad rank.
- Targeting display ads using options like display keywords, topics and demographics.
- Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
- Avoiding unnecessary Keywords using negative match type.
- Regular team meetings which helps in learning and improving day-to-day operations.
- Competitor's analysis which helps to predict competitor's strategic behavior.

Personal skills:

- Good communication skills.
- Quick learner and adaptable to any conditions.
- Good Team player.

Personal Details:

Name	: Prema kumar Bingi
Father Name	: Rangaiah Bingi
Gender	: Male
Date of birth	: 04.01.1995
Language Known	: English, Hindi, Telugu.
Marital Status	: Single
Nationality	: Indian
Address	: D. no: -3-200, Korumanupalli (V), Kollimigundla (M), Kurnool (DIST), Andhra Pradesh, Pin -518123.