

# SAI SHRUTHI GALIPELLI

## PPC EXECUTIVE

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Productive Professional with extensive Digital Ad experience, I have spent 3.4 years working in Digital Marketing. My role is to provide AdWords outreach to various clients in identifying market trends and Client Servicing capacities to create highly targeted campaigns, monitor statistics, analyze data and offer recommendations. Well-versed in aspects of online marketing campaigns from concept development to launch. I am exploring new opportunities with a progressive organization where I can continue to provide strong marketing leadership. I would appreciate an opportunity for a personal interview.

## Work Experience

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**2018-10 - 2022-01**

### **PPC Executive**

*Accenture Solutions Pvt Ltd, Hyderabad, Telangana*

- Worked on optimization requests for various AdWords SMB accounts.
- Developed, Recommended Accounts, Campaign Strategies and executed proposals.
- Delivered optimization recommendations for US and UK clients by analyzing their AdWords Accounts performance. Worked on optimization requests for various AdWords SMB accounts.
- Quickly learned new skills and applied them to daily tasks, improving efficiency, productivity and recognizing discrepancies and promptly addressing them for resolution.
- Worked on overall campaign operations such as new campaign launching, pacing, bid optimization, budget forecasting, ad copy changes, search term report, updating promos and ad extensions, creating ad groups and ads reporting.
- Created, implemented and optimized search, shopping and display campaigns for various clients and managed them in effectively bringing latest practices.
- Provided ongoing reporting of search program performance metrics.
- Analysis of detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation.
- Involved in various keyword analysis and suggested some least expensive and best performed keywords for various AdWords accounts.
- Analyzed Web metrics such as visits, time on site and page views per visit and recognized discrepancies and promptly addressed for resolution.
- Hands on experience in using Google AdWords editor.

# Technical Skills

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Search Engine Marketing(SEM)  
PPC(Search, Shopping, Display and Video)  
Google Analytics  
Google Sheets

# Education

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2014-07 - 2018-05	<b>Bachelor of Engineering Technology</b> <i>Sridevi Women's Engineering College - Hyderabad</i>
2012-06 - 2014-05	<b>Board of Intermediate</b> <i>Sri Chaitanya Junior College - Hyderabad</i>
2011-06 - 2012-04	<b>Board of Secondary Education</b> <i>Jyothi High School - Jagtial</i>