

Resume

SACHIN K.S.
Bangalore, Karnataka



Google Analytics
CERTIFIED



Google AdWords
Certified Professional

Contact Number: +91-9980884282
Email: sachinks.murthy@gmail.com

CAREER OBJECTIVE:

To seek a challenging and fruitful position with a progressive organisation that allows me to expand my knowledge and skill for the growth of the organisation.

WORK EXPERIENCE:

Company: Adjetter Media Network Pvt. Ltd. | Kapture CRM (July 2017 - Dec 2019)

Position: Digital Media Planner

Company: Okay Done Media (Dec 2019 - Sep 2021)

Position: Senior Digital Media Planner

Company: Mulkholdings International (Sep 2021 - Feb 2022)

Position: Senior Digital Planner

Roles & Responsibilities: Planning and executing paid campaigns for lead generation and improving brand awareness for B2B and B2C companies through Search Engine Marketing and Social Media Marketing.

Highlights:

- Performing Daily Account Management of Pay Per Click Accounts on Google Ads for a variety of clients and Social ad-platforms.
- Maintaining & Monitoring Keyword Bids, Account Daily & Monthly Budget Caps, Impression Share, Quality Score & other important account matrix.
- Performing Keyword Research & Analysis, Campaign Structuring, Targeting

Professional Skills:

- **Search Engine Marketing:**
 - **Google Ads:** Keyword Research, Search Marketing, Display Marketing, In-Market Audience Target, Remarketing, Gmail Ads, YouTube Ads, Reporting & Monitoring
 - **Bing Ads:** Keyword Research, Search Campaign Setup & Optimization
- **Social Media Marketing:** Facebook & Instagram Ads, LinkedIn Ads, Quora Ads and YouTube Ad optimization to generate traffic and leads

Marketing Tools

Google Ads, Google Analytics, Facebook Business Manager, LinkedIn Campaign Manager, Quora Ads Manager, Bing Ads, Google Data Studio, Promolta Ads, Semrush paid tool, A Etc.

Reporting:

Good in Microsoft related Products like Office, Excel and Presentation

CERTIFICATIONS:

- Google Ads Search Certified Professional, Completion ID: 107070400
 - Google Ads Display Certified Professional, Completion ID: 64304164
 - Google Ads Video Certified Professional, Completion ID: 64485227
 - Google Analytics Individual Qualification, Completion ID: 64658325
-

ACADEMIC PROFILE:

- Bachelor of Engineering, Information Science and Engineering, Dayananda Sagar College of Engineering, Bangalore
 - Board Of Technical Examinations, Computer Science and Engineering, Shanthinikethan Polytechnic, Ramanagara
 - Secondary School Certificate, Rural M.P High School, Kanakapura
-

HOBBIES:

- Internet Surfing
 - Participating in Meetups related to Internet Marketing
 - Playing Computer Games
-

PERSONAL INFORMATION:

Name : Sachin K.S.

Date of Birth : 01-09-1991

Nationality : Indian

Languages Known : English, Kannada, and Hindi.

DECLARATION

I do hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Yours faithfully

Place:

Sachin K.S.