

Curriculum Vitae

ASHOK GADDAM

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OBJECTIVE

To achieve top quality, client satisfaction and a challenging position in the area of analyzing, implementing and optimizing in a reputed organization.

PROFESSIONAL EXPERIENCE

- Working for **Crest Informatics India Pvt Ltd** as **PPC Analyst** from January 2019 to till date.

TECHNICAL SKILLS

- Digital Marketing Skills : Google Ads, Google Analytics, SEMrush, Tag Manager
- Ad Networks : Search, Display and Video Networks.
- Content Editing Utilities : MS Office & Google Docs

PROFESSIONAL SUMMARY

- Having 3 years of experience into SEM as PPC Analyst.
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keyword Research based on the required.
- Experience on Dynamic Search Ads & Dynamic Keyword Insertion.
- Hardworking and passionate to learn new skills which help in career growth.

EDUCATIONAL QUALIFICATIONS

Bachelor of Technology (MECH) from Jawaharlal Nehru Technological University, Anantapur completed in the year of 2016.

WORK EXPERIENCE

Role: PPC Analyst

Responsibilities:

- Setting up paid search campaigns by conducting target keyword research & writing relevant ad texts, whilst ensuring effective campaign and keyword structure.
- Ensuring that conversion tracking and other KPI measurements are in place.
- Managing & Optimizing campaigns using a combination of bid and budget management, structural, keywords and ad text optimization.
- Keyword Research by using keyword planner.
- Writing effective and creative ads which improve the click through rate.
- Improving the keyword relevancy to the ad and landing page so as 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.
- Regular team meetings which help's in learning and improving day to day operations.

Personal Skills

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

Personal Details

Name	:	GADDAM ASHOK
Gender	:	Male
Date of birth	:	16-07-1995
Language Known	:	English, Hindi, Telugu.
Marital Status	:	Single
Nationality	:	Indian