

CHERUKURU VIKAS BABU

DIGITAL MARKETING ASSOCIATE

Nellore, Andhra Pradesh | +91 8121904360 | babuleoev@gmail.com

PROFILE SUMMARY

An ambitious digital marketing professional enthusiastic and eager to learn and adapt to trending advancements in the technology and its implication to benefit the marketing challenges and provide advanced digital solutions.

EDUCATION

Bachelor of Commerce, (B. Com) Generals
Rayalaseema University

2014 – 2017

WORK EXPERIENCE

Digital Marketing Associate
P2Pro Technology Solutions Pvt Ltd

Jun, 2019 – Till Now

- Create end-to-end digital SEM (Google, Bing Ads) campaign for client accounts and also to drive the participants to take part in the institutional training programs conducted by Easybi.
- Identifying the core objectives of products/services and make a choice of specific campaign type approach
- Create ad copies on Text, Display & Shopping, with extensive historical and forecasting researches to ensure the budget being spent on the promotions and advertising yields the optimal outputs
- Conduct audits on the Search, Display & Shopping Ads performance, identify the remarketing campaigning needs, set-up frequency caps, analysing the ad positioning and estimate the ROI and plan the budgeting
- Prepare reports and update the account managers with the performances, recommendations for changes to execute and seek an approval for the implementation for desired results
- Prepare dashboards to have the visual experiences on the platforms and help the managers to have a visibility on the daily tracking status with performances as well.
- Create branding and launch campaigns for new products/services with a marketing plan proposition and make into realisation upon seeking approvals.

Payroll Admin
Narayana Group of Institutions, Bangalore

Apr, 2017 – May, 2019

- Coordinate with different institute branches and provide updates to regional finance officer on the payments, issues and other queries.
- Conduct the payments reconciliation by referring to their attendance, increments, transfers, conveyances, new joiner's, overtimes etc.