PALLAVI KUNTAMUKKALA

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OBJECTIVE:

To be a part of an organization where I get a chance to use my knowledge and skills to contribute to the progress of the organization as well as myself.

PROFESSIONAL SUMMARY:

- Having 3+ Years of experience in Search Engine Marketing.

- Wide knowledge in Campaign setup, Optimization and Analysis.

- Skilled in Keywords Research based on the requirement and optimize ad copy and landing pages for paid Search Engine Marketing campaigns.

- Creative problem-solving skills.

- Strong team player with an ability to find creative solutions.

- Flexible and versatile to adapt for any new environment and work on any project.

- Good analytical skills, commitment to co-operative teamwork.

WORK EXPERIENCE:

April 2022 – Present working as Senior PPC Analyst in Affinity Express, Inc.

October 2020 – March 2022 worked as PPC Analyst in Affinity Express, Inc.

- Handling 25+ accounts for different clients Housing, Credit, Education, Retail, Travel.

- Tracking and analyzing the performance of campaigns based on the KPI.

- Optimizing the accounts for month over month Improvement.

- Sending monthly reports to the client with recommendations which need approval from the client.

- Working experience in Kenshoo platform.

April 2019 – October2020 worked as PPC Executive in Enliven Archive.

- Handled 7 accounts for different clients.

- Analyzing and optimizing the account based on the performance.

- Analyzing keyword relevancy to the ads and landing page so it increases CTR and Quality score.

- Finding the positive keywords based on the search term report and adding them in search keywords to improve the performance.

TECHNICAL SKILLS:

- Digital Marketing Skills : Search Engine Marketing

- Ad Networks : Search and Display Networks

- Content Editing Utilities: MS Excel & Google Docs

FUNCTIONAL SKILLS:

- Day to day work consists of checking yesterday pacing and total pacing and adjusting the budget for the campaigns according to pacing percentages.

- Monitoring the campaigns to analyze key metrics and optimizing to get a better conversation rate.

- Understanding the client requirement and working according to it.

- 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

- Working experience on Google Ads Editor.

- Creating quality and compelling ad copies with targeting keywords within the ads.

- Analyzing the traffic and KPI's and optimizing the accounts.

PPC RESPONSIBILITIES:

- Identifying the negative keywords based on Search terms report and adding them in the negative keyword list.

- Improving the keyword relevancy to the ad and landing page to increase CTR and Quality score.

- Knowledge on ad extensions which helps to increase Ad rank

- Monitoring Key Performance Indicators – Conversions, CPA, Avg. CPC, CTR.

- Regular team meetings which helps in learning and improving day-to-day operations.

- Competitor's analysis which helps to predict competitor's strategic behavior.

EDUCATION:

- Bachelor of Engineering in Computer Science and Engineering, April 2019, at R.M.K Engineering College, Chennai Affiliated to Anna University, Chennai.

- Intermediate Education (Board of Intermediate Education, A.P.) at Narayana Junior College, Kadapa, Andhra Pradesh, March-2015.

- Secondary Education (Board of Secondary Education) at Narayana Concept School, Kadapa, Andhra Pradesh, March 2013.