

HIMASAI VULISI

PPC EXECUTIVE

OBJECTIVE

A PPC professional with experience of 2+years, in Digital Advertising Operations including Campaign Setup, Campaign Management, Optimization, Keyword researching, Reporting, and capturing the screenshot for Paid Search.

CONTACT

PHONE: 8317601716

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SKILLS & EXPERIENCE

- DIGITAL MARKETING (SEM)
- Ad Networks (Search, Shopping, Display, Video)
- Proficient with Excel & Google sheets (Formulas/Pivot tables).
- Hands-on experience on Word, PowerPoint.
- Basic knowledge of HTML and WordPress.
- Business Strong logical and analytical thinking skills.

SUMMARY

- Creating, implementing, tracking, analyzing, and optimizing Paid Search campaigns.
- Manage, review, and perform daily account responsibilities associated with Google Ads.
- Hands-on experience in using digital marketing tools like Google AdWords, AdWords Editor & Google Analytics.
- Generate performance reports and create campaign summaries.
- Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics.
- Analyze detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation.
- Keyword Analysis, Initial Analysis Report, Google AdWords (PPC), Google Analytics, Generate and Share Reports.
- Monitor and Optimize Ad performance.
- Monitor production KPIs.

EXPERIENCE

PPC EXECUTIVE – JAN 2020 - Present

Enliven Archive Publishing PVT LTD

- Plays a key role in managing the Media Planning, Implementing, Campaign Management, Optimization, Keyword researching, Reporting for Paid Search campaigns.
- Trafficking Campaigns for Search, Shopping, Display and Video.
- Analyze detailed data including CPC, impressions, CTR and conversions to reach desired CPA levels, increase ROI and increase lead generation. Managing campaign performance, delivery and making optimization recommendations.
- Providing end-to-end support to the sales team and account management.
- Preparing Daily, Weekly, and Monthly Reports.
- Creative review for all Ad Placements.
- Monitoring day to day performance of the account.
- Handle day-to-day tasks and activities like reporting, STR, checking Pacing, Promo Updates, Budget Forecasting, Ad copy changes, Bid optimization.

Sales Executive – JAN 2016 - AUG 2019

SURYA ASSOCIATES

Responsibilities:

- Setting sales goals and developing sales strategies.
- Handling customer questions, inquiries, and complaints.
- Preparing and sending quotes and proposals.
- Meeting daily, weekly, and monthly sales targets.
- Participating in sales team meetings.

PERSONAL PROFILE

Father name:

Gangadhar Rao

Mother Name

Sai Durga
Malleshwari

Date of Birth

23-03-1995

Languages Known:

English, Telugu, Hindi

Marital Status:

Unmarried

Nationality:

Indian

Current Address:

Vijayawada, Andhra Pradesh.

EDUCATION

BACHELOR OF SCIENCE COMPUTER SCIENCE

Sabarmati University, Ahmadabad. 2012 - 2015

INTERMEDIATE - MPC

Sri Kakatiya Junior College, Vijayawada.

SSC

Children's Montessori High School, Vijayawada.

DECLARATION

I hereby asseverate that all the details mentioned above are true and authentic to the best of my knowledge.