

Lavanya G

PPC Executive



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Address:
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Kadapa, Pin Code-
516003.

PERSONAL PROFILE

Date of Birth : 13-06-1997

Gender: Female

Marital Status:

Nationality: Indian

Languages: English &Telugu

Platform Proficiency

- Google Analytics
- Google Ads

PROFILE

Focused and resourceful PPC Executive with a strong record of client satisfaction and successful project completion. Always ready to take up challenges and explore my strengths and potentials in an organization to meet employer's expectations. I would like to work in team and render my services impeccably to the organization.

EXPERIENCE

- Working as a PPC Executive in DEFT INFOTECH PVT LTD (May 2019-Till Date).
- Understanding the client requirement under the guidance of senior team members.
- Managing Campaigns in Google Ads, creating effective Ad copies, Content campaign optimization,Landing page optimization, Bid management, analyzing key metrics and Optimizing to get better conversion rate in Google Adwords.
- Performing regular tests to maintain Optimization of Keywords in Google Adwords.
- Skilled in keywords research by identifying the potential and non-potential keywords based on search term report
- Assisted to facilitate increase in conversion rate for all PPC projects.
- Hands on experience with Marketing platforms and analytical tools like Google Editor, Google Analytics & Google Adwords.
- Extensively create insightful dashboards in Google Adwords and generate periodical client reports.
- Keep pace with PPC Industry, Search engine trends & developments.

TECHNICAL SKILLS

- Google Adwords (Search ,Shopping , Video and Display Networks)
- Tools: Google Adwords, Google Analytics, Google Editor and MS Excel.

EDUCATION

- Graduation in Bsc Computers,Sadhana Degree College(2017).
- S.S.C from Board of Secondary Education in 2012.