

# NARESH ISLAVATH

## DIGITAL MARKETING ASSOCIATE

9100827763  
nareshislavath0224@gmail.com  
HYDERABAD

## Experience

### LEAF KITE TECHNOLOGIES

**Digital Marketing Associate** - specializing in digital advertising and paid promotions on Google, Facebook and LinkedIn Ads for various industries

**January 2021 to Till Date (1 year 8 months...)**

- Managed client accounts portfolio into E-commerce, Real-estate, Transport, Agriculture and IT Services Industries.
- Plan, execute, monitor, track and report from end-to-end digital campaign
- Created major impacts to top-line revenues by delivering success through Google & Facebook Ads
- Prepare media plan based on the historical performances and industry standard metrics
- Make use of third party research tools like SEMrush, Data sources like LinkedIn etc., to understand the markets and insights along with web and Google Analytics
- Participate in weekly and monthly calls with clients AM's to understand the campaigns requirements, give insights on lowlights and highlights and plan of action towards successive weeks and months

### Management Trainee

**November 2019 to December 2020 (1 year, 2 months)**

- Campaign set-up and management of Search and Display Networks on Google Ads, Facebook
- Selection of relevance keywords, Creation of Ads, Setting up bids, Seek approval of ads with effective communication to the platform support for the timely launch of campaigns.
- Monitor the campaign performance and correlate the Actual with those of Desired results
- Campaigns/Ads Optimization is done by adjusting the bids, removing the non-performing keywords/Ads etc. to minimize the costs incurred on the campaign objectives
- Providing daily, weekly and monthly reports of the campaigns

## Education

**Bachelor of Technology (B.TECH)**

**JNTUH,**  
2019

**Intermediate (MPC)**

**Board of Intermediate Examination (BIE),**  
2015

## Skills

- **MS Office**
- **Google Search**
- **Google Display**
- **Facebook Marketing**
- **LinkedIn Marketing**