

**V.Saisree**

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INDIA.

## SUMMARY

- ★ A competent professional with 2.3 years of experience in Google Ads and driving Maximum ROI & Quality leads for companies.
- ★ Worked on using Campaign setup, Optimization, and Analysis.
- ★ Skilled in Keywords Research based on requirements.

Working in **VAGARIOUS Solutions Pvt Ltd** as a PPC Analyst

- ★ Expertise in handling clients from different countries like USA, U.K, and Canada

## SKILLSET

- ★ Digital Marketing Skills : Search Engine Marketing
- ★ Ad Networks : Search and Shopping Networks
- ★ Content Editing Utilities: MS Office & Google Docs

## ROLES & RESPONSIBILITIES

- ★ Oversee the day-to-day processes of keywords and ad performances.

- ★ Understanding the client requirement under the guidance of senior team members.
- ★ Keyword Research by using keyword planner.
- ★ Using the keyword match types effectively to generate potential traffic.
- ★ Creating quality and compelling ad copies with targeting keywords within the ads.
- ★ Monitoring the campaigns to analyse key metrics and conversion rate.
- ★ Analysing the traffic and KPI's using Google Analytics.
- ★ Writing effective and creative ads to improve the click-through rate.
- ★ Identifying the potential and non-potential keywords based on the Search terms report.
- ★ Improving the keyword relevancy to the ad and landing page so as to increase CTR and Quality Score.
- ★ Knowledge in ad extensions to increase Ad rank.
- ★ Targeting display ads using options like display keywords, topics, and demographics.
- ★ Monitoring Key Performance Indicators – CTR, Quality Score, and Conversions.
- ★ Avoiding unnecessary Keywords using negative match type.
- ★ Regular team meetings to help in learning and improving day-to-day operations.
- ★ Competitor's analysis to predict competitor's strategic behaviour.

## EDUCATION

Post Graduated from Annamacharya PG College of Computer studies under the specialization of Human Resource management with an aggregate of 7.1 CGPA (2017-2019)

## PERSONAL DETAILS

- ★ Date of Birth : 02 june 1996
- ★ Gender : Female
- ★ Marital Status : Single
- ★ Nationality : Indian
- ★ Languages Known : English, Telugu
- ★ Hobbies : listening music and reading books.

I hereby declare that the above-mentioned information is correct up to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

V.Saisree