

R. SAI BHARATH

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CAREER OBJECTIVE

To acquire a demanding position in an environment where I can best utilize and enhance my skills and education for the growth of the organization and myself.

WORK EXPERIENCE

- Currently Working as PPC Analyst in INFOMANIA TECHNOLOGY SOLUTIONS From 2.7 Years from (Feb 2020 to till date).
- Worked as Professional Sales Representative in Dr.Reddy's Laboratories Ltd. From Jan 2017 to Oct 2019.

PROFESSIONAL SUMMARY

- Having 2 years 7 months of experience into SEM as an Adwords Analyst.
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keywords Research based on the required.
- Hardworking and passionate to learn new skills which help in career growth.

KEY RESPONSIBILITIES

Google Ads:

- Creating Ads with effective title, description, landing pages and increasing quality score.
- Resolved issues related to Client E-mails, Site Suggestions, & maintenance to internal programs, etc.,
- Adding Conversion tracking code on landing pages.
- Create, manage, and analyze all Ad campaigns across Search Engines (Especially Google Adwords) to ensure acquisition and conversion goals are met.
- Direct responsibility of campaign planning and implementation, budget management, performance review, optimization and analysis for assigned SEM Accounts.
- Analyze keyword costs, ad copy, landing pages, and cost per conversion, Identify and inform management of opportunities, potential risks, and other key issues.
- Manage SEM campaigns and set up reporting and ROI tracking within internal tracking systems and Google Analytics.
- Various Bidding Models CPA, CPM, CPC..

Google Analytics:

- Creating, weekly, monthly visitor analytics and try to reduce bounce rate of website
- Creating user acquisition and behaviors reports
- Setting up accounts, properties and views
- Tracking real time overview

TECHNICAL SKILLS

- Digital Marketing Skills : SEM
- Ad Networks : Search and Display Networks
- Content Editing Utilities : MS Office & Google Docs

ACADEMIC CREDENTIALS

- **MBA in HR & Marketing** from Annamacharya Institute of Technology & science, Tirupati, Under JNTUA, 2016 Passed out with 65%
- **B.B.M.** (Bachelor of Business Management) from Jagan's Degree & PG College Nellore, under V.S University, Tirupathi 2011-2014 with 68.3%
- **Intermediate** (Mathematics) from Narayana Junior College, Nellore 2009-2011 with 61% under Board of Intermediate Education, AP

ACHIEVEMENTS

- Participated in various soft skill programs in Graduation & in Pg College.
- Served to Nation under **National Cadet Corp (NCC)** & completed **B, C-certificate** holder.
- Selected for **National Integration Camp at Gujarat & Basic Leadership Camp at Maharashtra** in NCC.
- Volunteer of "**HELPING HANDS IN YOUTH ORGANIZATION**" for charities.
- Participated in BUSINESS WORK SHOP.

PERSONAL DOSSIER

Name : R. SAI BHARATH
Father's Name : R. NARASARAJU
Date of Birth : 04-07-1994
Gender : Male
Marital Status : Single
Nationality : Indian
Languages Known : English, Telugu, Hindi & Tamil
Hobbies : Travelling, Driving, Helping for charities.
Permanent Address : 8/28d, Hormonium street, Ranganayakula peta, Nellore – 524001, Andhra Pradesh.
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DECLARATION

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

Place:

Date:

Signature

R.SAI BHARATH