SRINIVAS SAMPANGI
📍 Mahabubnagar, (HYD) TG. 509001 | 📞 +91 9392484787
✉ Srinivass7153@gmail.com

PROFILE SUMMARY

As a PPC Analyst. I am Having 2 years of experience in managing and developing pay per click campaigns, Ensuring to meet the Performance, Revenue targets in line with the over all Marketing plan and budget. The verticals are Search, Shopping and Display. Quest to work in a professional environment that provides scope for widening the horizons of my knowledge and contribute to the growth of the organisation.

EMPLOYMENT HISTORY

Swift Digital Group, Bangalore. PPC Analyst 2021-23 (PRESENT)

- Conducted in-depth research into various websites similar to client's to determine best, highest performing keywords.
- Studied & analyzed search,and display marketing process to manage them effectively by bringing in the latest practices.
- Account management, process management & managing operations of Google AdWords for largest clients across the globe.
- Involved in managing overall campaign operations like website analysis, ads communication, planning campaign structure, keyword research, create ad groups & ads, adding conversion code, bidding, quality score, negative keywords, analyze STR.
- Extensively created insightful trackers, monthly/weekly/daily reports, periodic review and maintenance of vertical nuances and standard operating process documents.
- Worked on process implementation & enhancement to ensure optimum utilization of efforts and consequently reducing turn around time and cost.
- Handling day-to-day Search Engine Marketing (SEM) especially in Google Ads which involves activities such as campaign designing with action items defined, implementation, budget management, performance review, and optimization to enhance performance.
- Successful completion of special projects for the client -perform information gathering, planning the roadmap, defining responsibilities and coordination with various teams.

Swift Digital Group, Bangalore. PPC Executive 2020-21

- Designed and executed PPC campaigns on a networks like Search and shopping.

- Facilitated campaign adjustments in coordination with team members.

- Campaigns and Ad group creation in Google AdWords, Creating Effective Ad Copy, Bid management, Content.
- Tested landing pages and formulated plans to keep conversion rates consistent.

- Collaborated with team members in all project executions.

- Performed keyword research on a regular basis and Monitored performance and campaign results.

SKILLS

- Search Engine Marketing (SEM)
- Shopping Network
- Google Analytics

CERTIFICATIONS

- Google Adwords
- Ms Excel

EDUCATION

B-Tech | 2016-20 | Gitam University, Bangalore, KA
Computer Science and Engineering.
Aggregate: 60%

Intermediate | 2015-16 | Sri Chaitanya Junior college, Hyderbad, TG
MPC
Percentage: 75%

Secondary School | 2014 | Keshava reddy Educational Institutions, TG
Percentage: 85%

ACCOMPLISHMENTS

- Awarded as best employee of the month for performing outstandingly in the months of September and October 2021.