

ESWARA RAMBALA

PPC Analyst
Bengaluru

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OBJECTIVE:

I am an organized person who enjoys communicating and is very efficient in working with a team and my own wherever required. I am a quick learner, dedicated to my job and I challenge myself daily to learn from mistakes and new things. I always focus on achieving top-quality output which satisfies the client's requirements.

PPC PROFESSIONAL EXPERIENCE (Jan 2020 to Till Date):

- Holding three years of experience as PPC Analyst at **Frank Digital** company.
- Having Ample knowledge of how to Build, run and optimize advertising campaigns.
- I am proficient at Planning, creating and building new paid media accounts, keyword research and ad copy writings.
- Delivering the projects within the agreed timelines, often working on multiple projects from Australia, UK and USA clients simultaneously.
- I am keeping myself up-to-date with wider industry trends and developments, bringing fresh ideas and thinking to develop and achieve the business's long and short-term goals.
- Sense of autonomy, happy to go away and research strategies and ideas and come back with a plan.
- A strong sense of professionalism, commercialism and deep respect for others.

TECHNICAL SKILLS:

- **Paid Digital Marketing** : SEM, AdWords, SMM(Facebook and Instagram)
- **Ad Networks** : Search, Display, Video, Shopping Networks.
- **Organic Digital Marketing** : SEO, GSC, Link building, Semrush, Google Analytics
- **Content Editing Utilities** : MS Office, MS Excel, Google Docs
- **IT Skills** : Awareness of HTML

PPC RESPONSIBILITIES:

- Day-to-day budget pacing, optimization and management of the account, including bid strategy adjustments and tactical implementations. On the other side, Conducting audits of PPC accounts to ensure our clients follow best practices and are up to date.

- Involved in Executing, monitoring, and reporting overall campaign operations like website analysis, communication, planning campaign structure, keyword research, creating ad groups & ads, adding conversion code, bidding, quality score, negative keywords, A/B testing and analyzing STR.
- Hands-on experience in using digital marketing tools like Google AdWords, AdWords Editor & Google Analytics
- Extensively created insightful dashboards, trackers, monthly/weekly/daily reports, and conducted periodic reviews.
- Demonstrating fluency in campaign performance data; continuously looking for optimization opportunities to drive conversions and growth.
- Managing PPC, shopping, remarketing, and display campaigns across Google, Bing, and all social & retargeting networks.
- I am accountable for daily campaigns, landing pages, optimizing pages, generating leads, PPC Budgeting, and ROI.

SEO And SEM INTERNSHIP EXPERIENCE (Feb 2019 to Nov2019):

- Holding SEO and SEM Intern experience at Sasaaya Lifestyle India Pvt Ltd, Hyderabad, India.

EDUCATIONAL PROFILE:

- 2016: Graduated with a Bachelor of Technology in Civil Engineering from SRIN at Kakinada.
- 2012: Graduated with Diploma in Civil Engineering from the Board of SBTET.
- 2009: SSC from the Board of Secondary Education.

PERSONAL PROFILE:

- Date of Birth : 26-05-1994
- Languages Known : English, Telugu, Tamil, Hindi.
- Marital Status : Unmarried
- Nationality : Indian
- Current Address : Bengaluru.

DECLARATION:

I am confident that the above information is accurate to the best of my knowledge.

ESWARA RAMBALA