



SINDHURA KANAMARLAPUDI

PPC ANALYST

CONTACT

- 7337337173
- sindhurakanamarlapudi1259@gmail.com
- 204A Brindavan Apt, Hyderabad.

EDUCATION

2009 - 2013
GIET COLLEGE OF ENGINEERING
Information Technology
Bachelor of Technology

SKILLS

- Search Engine Marketing(PPC)
- MS Excel
- Google Analytics
- Google Ad Words
(Search, Shopping, Display,
Video Networks.)
- Content Creation & Editing MS
Office and Google Docs.

SUMMARY

To work in a competitive and fair environment. Always ready to take up challenges and explore my strengths and potentials in an organization to meet employer's expectations. I would like to work in team and render my services impeccably to the organization

PROFESSIONAL EXPERIENCE

PPC ANALYST 2019 December – PRESENT Marcamor- Marketing & Business Consulting Firm

- Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns.
- Provide ongoing reporting of search program performance metrics
- Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
- Analyze detailed data including CPC, impressions, CTR and conversions to reach .
- Desired CPA levels, increase ROI and increase lead generation.
- Keyword Analysis, Initial Analysis Report, Google AdWords(PPC), Google Analytics
- Generate and Share Reports.

Human Resource in operations 2015 June - 2017 April Kankatala textiles pvt lmt

- Responsible for all the HR related activities.
- Responsible for recruitment and joining formalities of the new employees.
- Responsible for rolling out the offer letter and appointment letter to the new joiners.
- Responsible for conducting induction sessions for the employees.
- Managing opening and closing timings of all the stores.
- Liaison between the Directors and the staff of the organization.
- Responsible for training sessions of the staff.

STRENGTHS

- Disciplined
- Quick learner

TECHNICAL SKILLS

- Search Engine Marketing(PPC)
- MS Excel
- Google Analytics
- Google Ad Words

DECLARATION

I hereby asseverate that all the details mentioned above are true and authentic to the best of my knowledge.

- Provide to customers within the store, when needed Worked with various
- teams to organize seasonal sales events
- provide customers with excellent service.
- Responsible for grievance handling .

Human Resource in operations

Global Logic Pvt Ltd.

2014 March -2015 February

- Conducted walk-in and off campus interviews for Google back end support.
 - Checking the leaves, permissions of the employees
 - Maintaining the PF and joining forms of the employees.
 - Handling employee complaints via e-mail and provided them necessary solution to resolve the problem and
 - Reduced 25% of complaints.
 - schedule and organize various HR events and activities such as training sessions, new employee Orientation
 - worked as google third party hr recruiter.
 - conducted many extra curricular activities for the employee.
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