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# SAMPANGI SRINIVAS

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## PROFESSIONAL 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.

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## PROFESSIONAL EXPERIENCE

### Swift Digital Group, Bangalore. Senior Analyst 2021-22

- 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 Analyst 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.
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## SKILLS

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

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## CERTIFICATIONS

- ✓ Google Adwords
- ✓ Ms Excel

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## EDUCATION

### **B-Tech | 2016-20 | Gitam University, Bangalore, KA**

Computer Science and Engineering.

Aggregate: 60%

### **Intermediate | 2015-16 | Sri Chaitanya Junior college, Hyderabad, TG**

MPC

Percentage: 75%

### **Secondary School | 2014 | Keshava reddy Educational Institutions, TG**

Percentage: 85%

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## ACCOMPLISHMENTS

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