

RESUME

N Chaturya

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CAREER OBJECTIVE

To be associated with an organization that gives me scope to apply my knowledge and skills to involve myself as a part of a team that dynamically works towards the growth of the firm.

WORK EXPERIENCE

Netsoft Business System Pvt. Ltd, Bangalore: 3 Years working as a **PPC Analyst** to identify trends and insights to achieve maximum client goals through paid Search, Shopping, Display, Video.

EXPERIENCE SUMMARY

- ☐ Having good knowledge with around 3 years of experience in Digital Marketing Field (Google Ads, Google Ads Editor).
- ☐ Good Hands-on-Experience of PPC programs and optimizing data gathered from Paid sources
- ☐ Knowledge in SEO

ROLES & RESPONSIBILITIES

- ☐ Creating Campaigns & Campaign optimization.
- ☐ Managing daily trackers, search term reports, Reports, Ad copy changes.
- ☐ Analyzing and generating daily, weekly, monthly Reports about Campaign performance.
- ☐ Analytical tools & recommended improvements.
- ☐ Keyword analysis and research, Conduct in-depth analysis of larger campaigns.
- ☐ Executing campaign structuring, targeting and other facets of Search & Shopping in accordance with client goals.
- ☐ Performed & organized various SEM campaign performance reports presented to management.
- ☐ Optimize ad copy changes, landing pages, keyword research, and analyze competitors through insights.
- ☐ Provide detailed monthly and quarterly results overviews to management.
- ☐ Handling accounts with the overall monthly budgets around \$25k – 50K\$/Month

TECHNICAL SKILLS

- ☐ Google Ads Tool & Google Ads Editor.
- ☐ MS Office

EDUCATIONAL PROFILE

- ☐ Bachelor of Electronics and Communication Engineering from VRSEC College with 8.49 in 2018
- ☐ Intermediate from Sri Chaitanya Junior College, Vijayawada with 95% in 2014
- ☐ S.S.C from Nri's Indian springs English Medium School, Avanigadda, with 9.7 in 2012

TRENDS

- ☐ Team Player.
- ☐ Positive attitude
- ☐ Adaptable to a new Environment.
- ☐ Strong written and verbal communication skills.

PERSONAL PROFILE

Name : Chaturya Nadakuditi
Father Name : Uma maheswara rao
Date of Birth : 06/09/1996
Marital Status : Single
Languages Known : English, Telugu
Hobbies : listening music & Home-Gardening

DECLARATION

I declared that the above information that I have mentioned is Genuine and Correct.

Place: Hyderabad

Chaturya N