SKILLS

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

SAMA VIJAY KUMAR REDDY

[PPC EXECUTIVE]

Get in touch

MOBILE NO : 9966182463

EMAIL:samavijayreddy24@gmail.com

PROFESSIONAL SUMMARY

- Having 16 months of experience in PPC on Google Ads.
- Detail-oriented, with good analytical, technical, and problem-solving skills.
- Wealth of knowledge in campaign setup, Optimization, and analysis.
- Skilled in keywords research based on the requirement.
- I've contributed the work for clients across the states in United States of America.
- Hardworking and passionate to learn new skills which help in career growth.

WORK EXPERIENCE

Working as PPC Executive with Volant kart Private Limited from July 2021 to till Date.

PPC RESPONSIBILITIES:

- Writing effective and creative ads that improve the click-through rate.
- Day-to-day work comprising of monitoring of keywords and ads performances.
- Understanding the client requirement under the guidance of senior team members.
- Identifying the potential and non-potential keywords based on the Search terms report.
- Improving the keyword relevancy to the ad and landing page to increase CTR.
- Provide ongoing reporting of search program performance metrics.
- Analyze detailed data including CPC, impressions, CTR, and conversions to reach desired ROAS.

STRENGTH

- Analytical Thinking
- Quick Learner

PERSONAL INFORMATION

Name: S. Vijay Kumar Reddy
Father Name: S. Anji Reddy
Age and DOB: 24-10-2000
Sex: MALE
Marital Status: SINGLE
Languages Known: English, Hindi and Telugu.

EDUCATION

- Silver Jublie Degree & PG College, Hyderabad
  BBA| 2018-2021 | 82%

- Narayana Junior College, Kukatpalli
  Board of Intermediate | 2016-18 | 96%

- Sri Vivekananda High School, Shankerpalli
  SSC | 2015-16 | 9.5 GPA

DECLARATION:

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Hyderabad   Name: S.Vijay Kumar Reddy