
SRINIVAS SAMPANGI

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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.

PROFESSIONAL EXPERIENCE

Swift Digital Group, Bangalore. PPC Analyst 2021-23 (Present).

- 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 Executive 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)
- ✓ Google Ads
- ✓ Google Analytics
- ✓ Shopping Network

CERTIFICATIONS

- ✓ Google Adwords
- ✓ Ms Excel

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%

ACCOMPLISHMENTS

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