S MANIKANTA   E-mail: manikanta.saladi15@gmail.com
PPC Analyst   Mobile: +91-9494852681
Bangalore.

❖ Career Objective:

To achieve top quality, client satisfaction and a challenging position in the areas of analyzing implementing and optimizing in a reputed organization.

❖ Professional Experience:

- Having **3 years** of experience into SEM as an **PPC Analyst**.
- Wealth of knowledge in Campaign setup, Optimization and Analyst.
- Skilled in keywords Research based on the required.
- Worked for the clients from differed parts of the globe U.S.A and UK.
- Hardworking and passionate to learn new skills which help in career growth.

❖ My Employment History:

- Working as PPC Analyst with **Mantis Digital Pvt Ltd** from January 2020 to Till now.

❖ Functional Skills:

- Day to day work comprising of monitoring of keywords and ads performances.
- Understanding the client requirement under the guidance of senior team members.
- Having good experience in handling Google Ad words Search, Shopping and Display Networks.
- Keyword Research by using keyword and display planners.
- Working experience on Ad words Editor.
- Involved in managing overall campaign operations like website analysis, planning campaign structure, keyword research, create ad groups & ads, bidding, quality score, negative keywords, analyze STR.
- Using the keyword match types effectively which generates potential traffic.
- Monitoring the campaigns to analyze key metrics and optimizing to get better CVR.
- Analyzing the traffic and KPI's using Google Analytics.

❖ PPC Responsibilities:

- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on Search terms report.
- Improving the keyword relevancy to the ad and landing page so as to increase CTR.

- Knowledge on ad extensions which helps to increase Ad rank.
- Targeting display ads using options like display keywords, topics and demographics.
- Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
- Avoiding unnecessary Keywords using Negative match type.
- Regular team meetings which helps in learning and improving day-to-day operations.
- Competitor's analysis which helps to predict competitor's strategic behavior.

❖ Technical Skills:
- Search Engine Marketing (PPC)
- Google Analytics
- MS Office, MS Excel
- Ad words Editor

❖ Tools:
- Google Ad Words
- Google Ads Editor
- Google Analytics

❖ Educational Qualification:
- **B. Tech**- BVC Engineering College, Odalarevu, 2018_ [Secured **72.38%** as Aggregate].
- **Intermediate**- Vidhya Nidhi Junior College, Amalapuram, 2014_ [Secured **73.5%** as Aggregate].
- **S.S.C** from Board of Secondary Education in 2012_ [Secured **9.0 (CGPA)**].

❖ Strengths:
- Honest
- Hardworking

❖ Personal Profile:

Father Name   :   S. Srinivasa Rao
Date of Birth   :   30.06.1996
Sex   :   Male
Marital Status   :   Un-Married
Present Address   :   Hyderabad
Languages   :   English and Telugu

❖ Declaration:

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

Date:

Place: Hyderabad   **Saladi Manikanta**