

## **YADAVALLI BHARATH KUMAR**

Senior Analyst – Paid Search  
Chennai

Phone: +91 8341058630

Email: [yadavallibharathkumar1@gmail.com](mailto:yadavallibharathkumar1@gmail.com)

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

### **PROFESSIONAL SUMMARY:**

- Detail oriented, with good analytical, technical and problem solving skills.
- Campaigns and Ad group creation in Google AdWords, Creating Effective Ad Copy, Bid management.
- Campaign optimization, Landing page optimization, Generating Leads, Accountability (Responsibility) for PPC.
- Budgeting, ROI (Return on Investment).
- Managed all Pay-Per-Click advertising, making decisions with a weekly budget.
- Prepared performance reports to be presented to management.
- Uploading the RSA Ads and Assets through Google Ads Editor.
- Assisted to facilitate increase in conversion rate for all PPC projects.
- Developed efficient PPC strategies and provided update.
- Performed regular tests to maintain optimization of keywords.
- Prepared and organized various SEM campaign performance reports.
- Having 3.8 years of hands on experience into PPC on Google Ads.
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keywords Research based on the required.
- Worked for the clients from different parts of the globe USA, UK and Canada.

### **WORK EXPERIENCE:**

Working as Senior Analyst with **dentsu - PARAGON DIGITAL SERVICES PVT LTD** from March 2022 to till date.

Worked as PPC Executive with **ICROZ SOLUTIONS PVT LTD** from August 2019 to February 2022.

- Handle Client Accounts in allowing them to attain maximum visibility and hence leads to generate.
- Coordinate with Owners / Marketing & Sales teams of key agencies in defining the media partners and planning initiatives towards analyzing their efficacy and Return on Investment (ROI).
- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on Search terms report.

- 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.
- Targeting display ads using options like display keywords, topics and demographics.
- Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.
- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and microsite development.
- Analyzing campaigns to analyze key metrics and optimizing to get better conversation rate.
- Competitor's analysis which helps to predict competitor's strategic behavior.

### **TECHNICAL SKILLS:**

• Digital Marketing Skills	: Search, Shopping and Display Marketing
• Ad Networks	: Search, Shopping and Display Networks
• Content Editing Utilities	: MS Office & Google Docs

### **EDUCATIONAL PROFILE:**

- Bachelor of Information Technology from JBIET College of JNTU Hyderabad in 2018.
- Intermediate in Mathematics, Physics, Chemistry from Board of Intermediate in 2014.
- S.S.C from Board of Secondary Education in 2012.

<b>PERSONAL PROFILE:</b>			
• Date of Birth	:	04-06-1997	
• Languages Known	:	English, Telugu, Hindi	
• Marital Status	:	Single	
• Nationality	:	Indian	