

## K PRASHANTH

Adwords Analyst  
Hyderabad

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

### **PROFESSIONAL SUMMARY:**

- Having 3 years of experience into SEM as an Adwords Analyst.
- 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 U.S.A, U.K and Canada.
- Hardworking and passionate to learn new skills which help in career growth.

### **WORK EXPERIENCE:**

- Worked as Corporate Digital Analyst with 4spehere solutions from March 2020 to May 2022.
- Currently Working as Digital marketing Analyst with Genieexports pvt lmt C/o Distacart from may 2022 to Till Date.

### **TECHNICAL SKILLS:**

- Digital Marketing Skills : SEM, Adwords ,PPC.
- Ad Networks : Search,Display,Video,Shopping Networks.
- Content Editing Utilities : MS Office, MS Excel, Google Docs

### **PPC Responsibilities:**

- Account management, process management & managing operations of Google AdWords for largest client across the globe.
- Extensively created insightful dashboards, trackers, monthly/weekly/daily reports, org charts, heat map in all appreciations for the leadership, periodic review and maintenance of vertical nuances and standard operating process documents.
- Liaison with internal stakeholders and clients.
- Assisted in onboarding and mentoring of new hires (handled a team of 2 interns and 2 associates), did the initial handholding and brought them up to speed.
- Worked on process implementation & enhancement to ensure optimum utilization of efforts and consequently reducing turnaround time and cost.

- Studied & analysed search, video and display marketing process to manage them effectively by bringing in the latest practices in these.
- Involved in managing overall campaign operations like website analysis, holistic optimization, ads communication, creating media plan, planning campaign structure, keyword research, create ad groups & ads, bidding, quality score, negative keywords, analyse SQR, AB testing.
- Hands on experience in using digital marketing tools like Google AdWords & AdWords Editor.
- Developed digital marketing strategies for market entry & penetration.
- Assisted multiple SEM/PPC accounts across APAC, USA, Middle East, India, UK to name a few.

#### **EDUCATIONAL PROFILE:**

- Bachelor of Technology in Electronic and Communication Engineering from JNTUH 2016-20.
- Intermediate in Maths, Physics, Chemistry from Board of Intermediate in 2016.
- S.S.C from Board of Secondary Education in 2014 .

#### **PERSONAL PROFILE:**

- Date of Birth : 02-09-1998
- Languages Known : English, Hindi, Telugu.
- Marital Status : Unmarried
- Nationality : Indian
- Current Address : Amberpet, Hyderabad.

#### **DECLARATION :**

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Hyderabad

Date: