

# RESUME

**Hemana Kuchipudi**

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## CAREER OBJECTIVE

To be associated with an organization that gives me scope to apply my knowledge and skills to involve myself as a part of a team that dynamically works towards the growth of the firm.

## WORK EXPERIENCE

**JNET TECHNOLOGIES, HYDERABAD:** (May 2017 to February 2018) worked as intern for “ **Oxygen** ” angularjs project with JavaScript, typescript and PHP technologies with manual testing and test cases.

**PULSUS PVT LTD, VIZAG:** (August 2018 to April 2021) worked as a program executive performing Off Page Optimization (SEO publishing, PR submission journal publishing, search networks, graphic design) to meet the maximum number of customer criteria and their objectives

**GENEX TECHNOLOGIES PVT LTD, HYDERABAD:** (May 2021 to present) 2.5 Years working as a **PPC Executive** to identify trends and insights to achieve maximum client goals through paid Search, Shopping, Display, Video.

## ROLES & RESPONSIBILITIES

- Creating Campaigns & Campaign optimization.
  - Managing daily trackers, search term reports, Reports, Ad copy changes.
  - Analyzing and generating daily, weekly, monthly Reports about Campaign performance.
  - Keyword optimization, Conduct in-depth analysis of larger campaigns using keyword planner.
  - Executing campaign structuring, targeting and other facets of Search & Shopping in accordance with client goals.
  - Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
  - Performed & organized various SEM campaign performance reports presented to management.
  - Optimize ad copy changes, landing pages, keyword research, and analyze competitors through insights.
  - Provide detailed monthly and quarterly results overviews to management.
  - SEO Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc.
  - Knowledge on ad extensions which helps to increase Ad rank.
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## TECHNICAL SKILLS

- Google Ads Tool & Google Ads Editor.
- Google Merchant Center.
- MS Office
- Facebook ad manager
- Manual Testing
- HTML

## EDUCATIONAL PROFILE

- Bachelor of Information Technology from Sir C R Reddy Engineering College, Eluru with 75%
- Intermediate from Siddhartha Junior College, Eluru with 87%
- S.S.C from V.K Academy Residential School, Eluru, with 86%

## TRENDS

- Team Player.
- Positive attitude and confidence.
- Adaptable to a new Environment.
- Strong written and verbal communication skills.

## PERSONAL PROFILE

**Name** : Hemana Ghanta  
**Father Name** : Narasimharao Rao Ghanta  
**Date of Birth** : 20/09/1995  
**Marital Status** : Married  
**Languages Known** : English, Telugu  
**Hobbies** : Outdoor and Indoor Games, Cooking, Reading Self-Help Books and Spiritual Books

## DECLARATION

I declared that the above information that I have mentioned is Genuine and Correct.

**Place:** Hyderabad

**HEMANA KUCHIPUDI**