



SAMA AMARENDAR REDDY

CONTACT

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EMAIL : amarendar2749@gmail.com

PROFESSIONAL SUMMARY :

- Having 20 months of experience in PPC on google ads.
- Detail-oriented, with good analytical, technical, and problem-solving skills.
- Wealth of knowledge in Campaign setup, Optimization, and Analysis.
- Skilled in keywords research based on the requirement.
- I've contributed the work for clients across the states in United States of America.
- Hardworking and Passionate to learn new skills which help in career growth.

WORK EXPERIENCE

Working as PPC Executive with Jives Media from July 2021 to till date.

PPC RESPONSIBILITIES :

- Writing effective and creative ads that improve the click-through rate.
- Day-to-day work comprising of monitoring of keywords and ads performances.
- Understanding the client requirement under the guidance of senior team members.
- Identifying the potential and non-potential keywords based on the Search terms report.
- Improving the keyword relevancy to the ad and landing page to increase CTR.
- Provide ongoing reporting of search program performance metrics.
- Analyze detailed data including CPC, impressions, CTR, and conversions to reach desired ROAS.

STRENGTH

- Quick Learner
- Analytical Thinking
- Honest and Hardworking

SKILLS

- Search Engine Marketing (PPC)
- Google Analytics
- Google Ad Words
- Microsoft Excel

PERSONEL INFORMATION

Name: S. Amarendar Reddy

Father Name: S. Bhupal reddy

DOB: 19-08-2000.

Gender: MALE

Marital Status: SINGLE

Languages Known: English,
Hindi and Telugu.

EDUCATION

- Silver Jubilee Degree & PG College, Hyderabad
BBA | 2018-2021 | 77.4%
- Narayana Junior College, Kukatpally.
Board of Intermediate | 2016-18 | 94%
- Sri Vivekananda High School, Shankerpally.
SSC | 2015-16 | 90%

DECLARATION:

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Bengaluru.

Name: S.Amarendar Reddy.