


SAMA VIJAY KUMAR REDDY (PPC Executive)

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PROFESSIONAL GOALS

To work in a competitive and fair environment. Always ready to take up challenges and explore my strengths and potentials in an organization to meet employer's expectations. I would like to work in team and render my services impeccably to the organization.

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 Krafted Digital from July 2021 to Till Date.

PPC Responsibilities

- ▮ Campaigns and Ad group creation in Google AdWords, along with Bid Optimization.
- ▮ Writing effective and creative ads that improve the click-through rate.
- ▮ Hands-on experience in using digital marketing tools like Google AdWords & AdWords Editor
- ▮ 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.
- ▮ Competitor's analysis which helps to predict competitor's strategic behavior.
- ▮ Analyze detailed data including CPC, impressions, CTR, and conversions to reach desired ROAS.
- ▮ Targeting display ads using a targeting method called Dynamic Remarketing.
- ▮ Creating quality and compelling ad copies with targeting keyword within the ads.

ACADEMIC HISTORY

DEGREE	UNIVERISTY/BOARD	SCHOOL/COLLEGE	YEAR OF PASSING	AGGREGATE
BBA	OSMANIA UNIVERSITY	SILVER JUBLEE DEGREE & PG COLLEGE	2021	8.59 (CGPA)
INTER MPC	BOARD OF INTERMEDIATE	NARAYANA JUNIOR COLLEGE	2018	96%
S.S.C	BOARD OF SECONDARY EDUCATION	SRI VIVEKANANDA HIGH SCHOOL	2016	9.5 (CGPA)

TECHNICAL SKILLS

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

STRENGTHS

- ☐ Analytical Thinking
- ☐ Honest
- ☐ Hard Working

PERSONAL INFORMATION

Name : S Vijay Kumar Reddy
Father Name : S.Anji Reddy
Age and DOB : 24-10-2000
Sex : Male
Marital Status : Single
Languages Known : English, Hindi and Telugu.

DECLARATION:

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

Place: Bengaluru

Name:S.VijayKumar Reddy