

# Amruth KR

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## Summary

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Quality-oriented professional with 3 years of experience and proven Experience in campaign management, brand management, and competitive analysis. Aiming to leverage my skills to successfully fill the Campaign Management role at your company.

## Experience

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### Merkle DWA - Lenovo

#### Search Executive | 06/2022 - 12/2022

- I worked with a strong team and aided in creating, implementing, and tracking projects. Lenovo's total budget for google ads in the Asia Pacific region is 900,000 USD.
- Develop and manage PPC campaigns across various platforms, including Google Ads and Bing Ads
- Conduct keyword research and create ad copy that aligns with Lenovo's goals and targets a variety of audiences
- Manage and optimize ad spending to ensure maximum return on investment (ROI)
- Analyze campaign performance data and make informed decisions based on data insights to improve campaign performance
- Provide regular reports on campaign performance and make recommendations for future campaigns
- Collaborate with the team to ensure that PPC campaigns align with overall marketing strategies and goals
- Stay up-to-date with industry trends and changes in PPC platforms and algorithms
- Use keyword research tools to identify relevant and high-performing keywords that align with your campaign goals
- Competency in using Word, Excel, and PowerPoint to produce reports and presentations for business Fluent in tools like Google Analytics, Google Search Console, SEM Rush, Google ads Editor and Adzooma, Datorama and Bombora

### Ossisto

#### Digital Marketing Executive | 07/2021 - 06/2022

- Plan and execute all digital marketing campaigns including google and social media marketing with expertise in Google Ads, Facebook ads, email marketing & Shopping advertising campaigns for E-commerce
- Developing, executing, and optimizing cutting-edge digital campaigns from conception to launch Conducting in-depth keyword and website research, ad grouping, and audience targeting
- Proven Experience in SEM/Social ads, campaign types, bidding strategies & optimization techniques Working cross-departmentally to align campaign strategies and goals across the organization Providing ongoing actionable insights into campaign performance to relevant stakeholders
- Familiar with all relevant metrics such as CPA, CPC, CPM, ARPU(Average revenue per unit), and LTV(Lifetime Value).
- Experience having run growth experiments in a highly structured and organized way
- Ability to analyze raw data, draw conclusions and develop actionable recommendations as needed

### Nummero

#### Junior Campaign Manager | 01/2020 - 06/2021

- Creating & implementing effective Facebook and Google ads campaigns.
- Researching keywords to aid the content teams
- Assist with and eventually take ownership of a variety of paid media efforts (Google Ads, Paid Social, etc), such as keyword expansion, bid optimization, campaign strategy, ad copy testing, remarketing, and more.
- Launch & scale growth marketing campaigns (high intent search campaigns, account-based marketing, prospecting, funnel/nurture optimization, conversion rate optimization)
- Analyzing and reporting on conversion and journey optimization in regard to online analytics, digital acquisition, customer journeys, A/B testing and online routes to purchase
- Ability to analyze raw data, draw conclusions and develop actionable recommendations as needed Deliver regular reports of campaign results, including web analysis and evaluation of KPIs on Facebook.
- Maintain regular measurement of the ROI of campaigns.
- Ensure accuracy of marketing materials and provide formal sign off if necessary.

### Keto Dough

#### Social Media Intern | 07/2019 - 10/2019

#### Digital Academy 360 Internship Program ( 5 months )

**The Desi Bulls**  
**Facebook Marketing | 10/2019 - 12/2019**

## **Skills**

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Communication skills, Microsoft office, Social media management, Marketing, Salesforce, Digital marketing, Management, Marketing automation, Google Ads, social media campaign, Facebook Marketing

## **Education**

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### **Certifications**

- Mastery Program in Digital Marketing Program(Digital Academy 360)
- Simpli learn advanced PPC
- Google Ads- Search, Display, Video, Shopping
- SEMRUSH-On Page, Off Page Technical SEO Mobile SEO
- Merkle B2B Certification

**University of Mysore**  
**Bachelor of Computer Application | 05/2019**