

Hanumanth Rao Lam

PPC Analyst

+91-7799750124 | hanumanlam648@gmail.com

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 PPC Executive.
 - Wealth of knowledge in Campaign setup, Optimization and Analysis.
 - Skilled in Keywords Research based on the required.
 - Working experience on AdWords editor.
 - Analysing the traffic and KPI's using Google Analytics.
 - Worked for the clients from different parts of the globe.
 - Hardworking and passionate to learn new skills which help in career growth.
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WORK EXPERIENCE

- Working as PPC Executive with Jives Media from March 2020 to Till date.
- Worked as Retail Store Manager with Coromandel International Limited from August 2014 to February 2020.
- Worked as Marketing Officer with Jagruthi Agro Pvt Ltd from June 2012 to July 2014.

PPC Responsibilities

- Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns.
- Develop, recommend, and execute proposal, account, & campaign strategy.
- Analyze performance of Customer's portfolio of paid search marketing campaigns.
- Creating quality and compelling ad copies with targeting keyword within the ads.
- Identifying the potential and non-potential keywords based on Search terms report.
- Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
- Avoiding unnecessary Keywords using negative match type.
- Provide ongoing reporting of search program performance metrics.
- Analyzing campaigns to analyze key metrics and optimizing to get better conversion rate.
- Targeting display ads using options like display keywords, topics and demographics.

- Competitor's analysis which helps to predict competitor's strategic behavior.

SKILLS

- Search Engine Marketing (PPC)
- MS Office: Basic Excel, PowerPoint, Word and Google Docs
- Google Analytics

EDUCATION

- PGDM (HR & Marketing) from Dr. N S Kolla School of Business in 2012.
- B.Com from Manonmaniam Sundarnar University in 2010.
- Intermediate in Biology, Physics, Chemistry from Board of Intermediate education in 2005.
- SSC from Board of Secondary Education in 2002.

STRENGTHS

- Easily adaptable to any work environment.
- Positive thinking.
- Quick learner.

PERSONAL PARTICULARS

- Date of Birth : 15-07-1987
- Languages known : English, Hindi & Telugu.