

Anand C

Google Certified Marketing professional with experience in running SEM/PPC campaigns for businesses across the USA & Canada.

Anandc17@gmail.com

+91 - 9745399320

LinkedIn: Anand C

Skype: Anand.Chelakkattuthodi

EXPERIENCE

ReachLocal India, Mumbai—Sr. *SEM Analyst*

October 2019 – June 2023

Q1 2022 - ALL STAR Employee Award

Role & Responsibilities:

- ☐ Review ads, keywords, and landing pages to check whether they align with the PPC campaign's focus.
- ☐ Identify trends and insights to achieve CPL, CPC, CTR & QS benchmarks set in PPC campaigns.
- ☐ Maintaining & monitoring larger keyword lists, negative keyword mining, bids & budget, troubleshooting issues impacting campaign performance, and coming up with solutions to improve campaign performance.
- ☐ Retain advertisers through proactive campaign management and consistently monitor the performance to meet the advertiser goal.
- ☐ Handle, review, and perform daily account responsibilities associated with Google AdWords, Microsoft Bing Ads, and ReachLocal internal platforms for a variety of clients.
- ☐ Monitor & administer ReachLocal proprietary dashboards, reports, and key reporting tools, and point out key areas of importance per client goals.
- ☐ Build rapport with stakeholders & send timely & appropriate communication to the onshore team.
- ☐ Participate in scheduled calls with the onshore team & promptly share meeting minutes.
- ☐ Keep pace with SEM and PPC industry trends & developments.

SKILLS

- Strategic thinker with 7 years of overall experience.
- Analytical & project management skills.
- Ability to prioritize workload & meet targets.
- Very result-oriented, creative, resourceful, & exceptionally organized.
- Excellent verbal, written, & presentation skills.
- MS Word, Excel & PowerPoint skills.

AWARDS/ CERTIFICATIONS

- ReachLocal Q1 2022 All-Star Employee Award.
- Google Ads Search Certification - Expires June 12, 2024.
- Microsoft Search Advertising Certification - Expires June 12, 2024.
- Diploma in .NET TECHNOLOGIES by PACE COMPUTER EDUCATION, HYD – June 2006 – May 2007.

LANGUAGES

English, Hindi, Malayalam, Tamil

COLOURS CLOTHING COMPANY, Mumbai —Assistant Merchandiser

SEPTEMBER 2017 – DECEMBER 2018

Role & Responsibilities:

- ☐ Internal & external communication with the buyer & factory representatives regarding the orders.
- ☐ Sample development according to the buyer's instruction.
- ☐ Preparation of internal order sheets, booking sheets, T & A sheets, daily production & quality reports, etc.
- ☐ Assisting in accessories & trim in-housing after order confirmation, and preparation of purchase orders related to fabric, trimmings & accessories.
- ☐ Assisting production & quality department with fault-free production.
- ☐ Getting approval on lab dips before running production.
- ☐ Taking responsibility for internal & external inspections.
- ☐ Giving shipping instructions & following shipment.

REPLICA INDIA, Tirupur — Junior Merchandiser cum office administrative clerk

SEPTEMBER 2014 – JULY 2016

Role & Responsibilities:

- ☐ Assisting senior merchandiser in the overall Sampling process of garments.
- ☐ Sourcing the required fabric and needed trims for garment sampling.
- ☐ Development of pre-production/proto sample according to buyer's requirement.
- ☐ Checking the measurement and quality of finished garment samples.
- ☐ Getting buyer approval on proto samples and getting the order confirmation.
- ☐ Order processing and assisting in the in-housing of required fabrics & trims.
- ☐ Ensuring Quality Control in overall production.
- ☐ Performs general clerical day-to-day activities and other assigned work.

Centium Infotech (P) Ltd, Cochin— Customer Service Representative

OCTOBER 2011 – FEBRUARY 2012

Role & Responsibilities:

- ☐ Calling U.S customers by following the call center scripts and promptly taking orders for refilling different medicines.
- ☐ Keeping a record of all conversations in the database in a comprehensive way.
- ☐ Verifying the recorded conversations and to follow-up with customer leads or previous customers.
- ☐ Preparing daily worksheets of the sales & working out for the daily target given by the company.
- ☐ Undergoing training sessions for the betterment of the quality parameters.

EDUCATION

ACHIEVEMENTS

- ☐ Completed a two-year program in NATIONAL SERVICE SCHEME (NSS).
- ☐ Actively participated as a member of the tourism club under the Department of Kerala Tourism.
- ☐ Participated in the nature camp held at SILENT VALLEY NATIONAL PARK.
- ☐ Participated at the cluster level in the Inter-School Competitive Sports program & Football.