



Highly skilled and result oriented Digital Marketing Analyst with **5 years** of experience driving successful online marketing campaigns for diverse industries.

AWARDS

- Spot Light and Best performer award by Cognizant.
- Excellence award in Wipro.
- iDeliver award by GenY Medium for the month of June 2022 & January 2023.



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Pushpa Baradi

Digital Marketing Analyst

Skills

- Google Ad Words
- Google Analytics
- Google Ads Editor

Work Experience

June 2022 - March 2023

GenY Medium

Digital Marketing Analyst

- Monitored and managed campaigns on Google Ads, Facebook Ad manager & LinkedIn by analyzing the performance.
- Executing and Optimizing campaigns accordingly as per targets.
- Monitored keyword bids, account daily and monthly budget caps, impression share and other important account metrics.

March 2022 - June 2022

GenY Medium

Google Analytics Intern

- Managed campaigns on Facebook Ads
- Compiling daily reports and disseminating them to senior management regularly.

Feb 2018 - Nov 2021

Cognizant & Wipro

Senior Process Executive - Facebook (Meta)

- Meet process productivity and quality targets within the time. Review business listings based on user complaints and make policy based decisions to take down.

Education History

2013-2017

Balaji Institute of Technology and Science, Warangal

- Bachelor of Technology, ECE.

2011-2013

S.R Junior College, Warangal

- Secondary Education - Class 12

2010-2011

Keays High School, Warangal

- Class 10