

BHARATH KUMAR H G

Performance Marketer

Bangalore, Karnataka

bharathpvg07@gmail.com

+91 7892607520

Profile Summary

Performance Marketer with 3+ years of experience in building a digital-first strategy at a large national corporation. Implemented new competitive analysis and consumer trend reports to increase customer quantum and drive qualified leads.

WORK EXPERIENCE

Ad Campaign Manager

Cloud Analogy CRM Specialist ltd — Bangalore, Karnataka

Dec 2022 to May 2023

- Implementing end-to-end campaign in Search, Display and Performance Max verticals.
- Handling paid programs.
- Direct responsibility of campaign planning and implementation, budget management, optimization and analysis.
- Planned, performed keyword research, outlined the changes in the website to improve conversions.
- Performing research and analysis on audience and competitors.
- Audit reporting and suggestions on websites.
- Created customer segments and broke out the cost to acquire each customer segment through various marketing channels resulting in a reduced ad budget for underperforming channels and improving the overall ROI.
- Ad campaign management for the company attending business events, promoting the services and generating leads.
- Promoting the services on social media to increase customer base, improve brand awareness and generate revenue.

Digital Marketing Executive

Vishishta Technologies – Bangalore, Karnataka

Feb 2020 to Dec 2022

- Implementing, tracking, analyzing, and optimizing paid search campaigns across Google Ads and Facebook Ads.
- Creating Google Ads with effective title, description, landing pages and increasing quality score.
- Creating Facebook Ads with effective headline, primary text and ad creatives.
- Campaign setup and budget handling.
- Analyze keyword costs, ad copies, landing pages and cost per conversion.
- Various bidding strategies.
- Optimizing the campaigns focusing on the goal of decreasing the CAC and increasing the reach.
- Worked on increasing getting qualified customers, so that our L2C (Lead to Customer) increases.
- Set up for A/B testing to improve the conversion rate across all landing pages.
- Worked closely with marketing leaders for the creation of reports around conversion rate, traffic, conversion funnels and other important metrics.
- Identified and executed improvements for lead generation.
- Provided market research, forecasts, campaign results, and consumer trends.

EDUCATION

- ❖ **Master's in Computer Application**
Siddaganga Institute of Technology – Tumkur, Karnataka
2010 to 2013
- ❖ **Bachelor's in Computer Application**
Rajiv Gandhi First Grade College – Tumkur, Karnataka
2007 to 2010

SKILLS

Expertise in: SEM, SMM, Creating Dashboards, Reporting, Troubleshooting, Optimization & Analysis.

Tools Known: Google Ads, Google Analytics & Microsoft Office.

ONLINE PROFILE

<https://www.linkedin.com/in/bharath-kumar-h-g-100b4664/>

DECLARATION

I hereby declare that the above-given information is true to the best of my knowledge.

(BHARATH KUMAR H.G)