

PAVAN KUMAR MUKKALA

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Career Objective

Highly motivated individual and a certified digital marketer with strong PPC & Email Marketing skills, attention to detail, and a solid online marketing background looking to obtain the position of PPC Specialist.

Academic Qualifications

B.Sc(Computers), S.V.K.P Dr Ks Raju Arts & Science College, adikavi nannaya university. (2022)

Technical Skills

- Search Engine Marketing (SEM)
- Social Media Marketing
- Email Marketing
- Marketing Automation
- Budget Planning
- HTML5 & CSS

Tools

- Google Ads, Google Ads Editor, Google Analytics, Google Keyword Planner Google Tag Manager, And Google Trends
- Bing Ads and Bing Ads Editor
- Facebook Ads, LinkedIn Ads
- Lead Squared, MoEngage, ProofHub
- Ms Excel

Certifications

- Google Ads Search Certification
- Google Ads Display Certification
- Email Marketing (HubSpot)

Work Experience

Organization: Knowledgehut upGrad (Bangalore)

Duration: August 2022 - Present

Designation: SEM Analyst

- Currently working as an SEM Analyst at KnowledgeHut upGrad since August 2022
- Created and optimized PPC advertising campaigns on search engines such as Google, Bing, and as well as social media platforms including Facebook.
- Conducted A/B testing experiments to optimize ad copy, landing pages, and other campaign elements, and made data-driven decisions based on results.
- Work closely with the marketing and content teams to develop and execute campaigns that align with business objectives.
- Monitor campaign performance on a daily, weekly, and monthly basis to identify areas of improvement.

Roles & Responsibilities

- Create, manage, and optimize PPC campaigns across multiple platforms such as Google Ads, Bing Ads, and Facebook Ads.
- Conduct keyword research and analysis to inform campaign targeting and optimization strategies.
- Analyze campaign data and metrics to identify areas for optimization and improvement.
- Develop and implement bidding strategies to maximize campaign performance and ROI.
- Collaborate with cross-functional teams, such as content creators and designers, to ensure campaigns are fully optimized.

Extra-Curricular Activities

- NCC Cadet 7(A) Naval Unit Narsapur
- Participated in AINSC - Camp at Karwar
- Achieved Gold Medal in Boat Pulling at AINSC – Camp (Karwar)