

A Veeranjaneya Raju

(SEM Analyst)

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OBJECTIVE:

To be an excellent professional and to be a part of an organization which provides constant learning of latest technological upgrades and provides career growth.

PROFESSIONAL EXPERIENCE:

- Working for P2Pro Technology solutions Pvt. Ltd as **SEM Analyst** from April 2021 to till date.
- Working Specter and Bond Pvt. Ltd as **PPC Specialist** from June 2023 to till date.

TECHNICAL SKILLS:

- Digital Marketing Skills : SEM
- Ad Networks : Search
- Amazon : PPC Specialist
- Ad Networks : Sponsored Product. Brands. Display Ads.
- Content Editing Utilities : MS Office & Google Docs

PROFESSIONAL SUMMARY:

- Having 2.4 years of experience as SEM Analyst and PPC Specialists
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keywords Research based on the required.
- Worked for the clients from different parts of the globe U.S.A and India.
- Hardworking and passionate to learn new skills which help in career growth.

EDUCATIONAL QUALIFICATIONS:

M.Sc. from Rayalaseema University Kurnool in 2020.

FUNCTIONAL SKILLS:

- Day to day work comprising of monitoring of keywords and ads performances.
- Understanding the client requirement under the guidance of senior team members.
- Keyword Research and product research by using Helium 10
- Bid management, keyword analysis, and performance tracking by using Ad Badger.
- Using the keyword match types effectively which generates potential traffic.
- Creating quality and compelling ad copies with targeting keyword within the ads.
- Monitoring the campaigns to analyze key metrics and conversion rate. Advertising Cost of Sales and .Return on Investment
- Analyzing the performance and KPI's using mixshift and merchantSpring tools

Responsibilities:

- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on Search terms report.
- Improving the keyword relevancy to the ad and landing page so as to increase CTR and Return on Investment
- Knowledge on ad extensions which helps to increase Adrank.
- Monitoring Key Performance Indicators – CTR, Advertising Cost of Sales and Conversions.
- Avoiding unnecessary Keywords using negation
- Regular team meetings which helps in learning and improving day-to-day operations.
- Competitor's analysis which helps to predict competitor's strategic behavior.

Personal skills:

- Good communication skills.
- Quick learner and adaptable to any conditions.
- Good Team player.

Personal Details:

Name	:	Veeranjaneya Raju A
Gender	:	Male
Date of birth	:	01-05-1996
Language Known	:	English, Telugu.
Marital Status	:	Unmarried
Nationality	:	Indian