

# PAVAN KUMAR MUKKALA

Bangalore, Karnataka, India

<https://www.linkedin.com/in/pavan-kumar-933753200/>

[pavanmukkala51@gmail.com](mailto:pavanmukkala51@gmail.com)

+91-[9505683562](tel:9505683562)

## 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
- 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, 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.