



Laxmipriya Paramanik

Google AdWords Analyst

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Experience

I am an experienced Google AdWords analyst with 2 years of expertise in VOIP Connect Pvt Ltd. My skills encompass Google AdWords, Google Analytics, Amazon Ads, IOS Ads, SEO, Facebook Ads, Facebook Marketing, Digital Marketing, Email Support, Customer Service, Campaign Management, Keyword Analysis, Keyword Planner, Keyword Research, Email Marketing, SEM, Pay Per Click. My proficiency lies in crafting targeted campaigns, conducting in-depth keyword research, and optimizing strategies to deliver optimal results for VOIP Connect Private Limited.

Technical knowledge

- Proficient in creating and managing *Google AdWords campaigns*, optimizing ads for maximum ROI.
- Utilized *Google Analytics* to track website traffic, analyze user behavior, and make *data-driven decisions*.
- Implemented on-page and off-page *SEO* strategies to improve organic search rankings and increase website visibility.
- Developed and executed *Facebook Ads campaigns*, targeting specific demographics to achieve *marketing objectives*.
- Adept at crafting compelling *Facebook marketing content* and managing ad budgets effectively. Per campaign budget is approximately 2-2.5L.
- Demonstrated expertise in various aspects of *digital marketing*, including *email marketing*, *SEM*, and *PPC*.
- Conducted keyword analysis using tools like *Google Keyword Planner* to identify high-impact keywords for content optimization.
- Extensive experience in *keyword research*, *identifying trends*, and *tailoring strategies* for better search engine visibility.
- Managed *email marketing campaigns*, growing subscriber lists and achieving high open and click-through rates.
- Led successful *customer service initiatives*, ensuring prompt and helpful *email support* to enhance *customer satisfaction*.
- Proficient in campaign management, from concept development and execution to *monitoring* and *reporting*.
- Used data-driven insights to refine strategies, improve *conversion rates*, and drive overall digital marketing performance.

Skills

- Google AdWords, Google Ads, Amazon Ads
- Digital Marketing, Keyword Planner
- Email Support, Email Marketing
- Keyword Analysis, Keyword Research
- Google Analytics, SEO, IOS Ads
- Pay Per Click, SEM
- Facebook Ads, Facebook Marketing
- Campaign Management, Customer Service

Project

Project Title- Google AdWords Project

Team Member - 10

Technology Suite -Google AdWords, Google Analytics, Facebook Ads, Google Ads, Pay Per Click
IOS ads, Amazon Ads, Paid Media, PPC Marketing, Email Marketing, Sem/Seo, SEO Marketing

Project Overview :

In our MCC work, we manage 25 accounts sequentially, crafting two ads per account at a time. This involves creating ads with our TFN, product link, headline, and description, saving them, and then replicating the process. We integrate existing keywords, set ad schedules for the next two days, allocate funds, and recharge as needed. Geographical targeting and bid adjustments are implemented before launching the campaign. Negative keywords refine targeting, and age-specific audience selection enhances our strategy. After confirming all settings, the account goes live, marking the successful campaign launch

Roles and Expectations :

- Craft two distinct ads for each of the 25 accounts, including TFNs, product links, headlines, and text.
- Integrate pre-existing keywords into ad's keyword section; add negative keywords for refined targeting.
- Schedule ad postings for the next two days, specifying preferred timing.
- Allocate funds to ads within the overview section; recharge funds as needed.
- Define target locations for ads to ensure geographic targeting.
- Initiate ad campaigns, monitor progress; manage keyword bids for optimization.
- Choose specific age groups for audience targeting in alignment with campaign goals.
- Revisit ad scheduling, adjust schedules based on real-time performance insights.
- Ensure settings, content, targeting are in place for campaign launches.
- Monitor launches and address issues promptly if they occur.
- Follow a systematic approach for consistency and efficiency.
- Manage a high volume of ad tasks effectively across accounts.
- Analyze data to inform decisions and improve campaign outcomes.
- Collaborate with teams, stakeholders, and clients to align strategies.

Educational attainment

- M.Sc Computer Science (Post Graduate with 83.92%) 2019-2021
- I have demonstrated exceptional academic performance and successfully graduated from a prestigious institution, showcasing my dedication to excellence in education.

Affirmation

I confirm that the information presented above is true and correct to the best of my knowledge and belief.

Laxmipriya Paramanik

Signature