

RESUME

P PRIYA

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Career Objectives:

SEM Analyst in digital marketing team played a pivotal role in driving online advertising efforts to maximize visibility, traffic, and conversions. responsible for optimizing paid search campaigns across various platforms such as Google Ads, Facebook Ads and other PPC networks. Your primary focus will be on improving the performance of our search marketing initiatives to achieve business goals.

Summary:

- Accomplished SEM Analyst with a track record of driving successfully campaigns on google ads, Facebook Ads, Instagram Ads, Bing Ads and LinkedIn Ads etc.,
- Proficient in developing and executing strategic digital marketing campaigns to optimize, reach, engagement, and conversion.
- Google Ads Mastery: Adept in leveraging the full spectrum of Google Ads features, from meticulous keyword research to budget optimization, ensuring optimal performance.

Professional Experience:

- Previous Company in Elite Elevators Private Limited. As a SEM Analyst.

Academic Achievements:

- Attended Online Google AdWords seminars.
- Attended Online Facebook seminars.
- Google Ads Search Certification.
- Google Ads video certification.

Educational Qualification:

B-TECH (Electrical and Electronics Engineering), Geethanjali Institute of Science Technology, Nellore.

Technical Skill(s):

Technologies	: Digital Marketing
Windows	: MS Excel & MS Word & MS PowerPoint
Skills	: Google Ads, Search Campaigns, Display Campaigns, Discovery Campaigns, Pmax Campaigns, Facebook Ads Manager, R
Tools	: Strategic Analysis, Keyword Research Analysis, Google Ads, GTM, GA4, Google Search central, Business Account Facebook, SEMrush.

Work Experience2:

Company : Elite Elevators Private Limited
Duration : July 2022 to Sep 2023
Designation : SEM Analyst.
Technologies : Digital Marketing.

Work Experience1:

Organization : Cognizant Technology Solutions
Duration : April 2020 to July 2022
Designation : PPC Executive.
Technologies : Digital Marketing.

Roles and Responsibilities:

- Accomplished SEM Analyst with a track record of driving successfully campaigns on google ads, Facebook Ads, Instagram Ads, Bing Ads and LinkedIn Ads etc.,
- Proficient in developing and executing strategic digital marketing campaigns to optimize, reach, engagement and conversion.
- Google Ads Mastery: Adept in leveraging the full spectrum of Google Ads features, from meticulous keyword research to budget optimization, ensuring optimal performance.
- Social Media Proficiency: Experienced in crafting and implementing effective advertising strategies on Facebook and Instagram, harnessing the power of social media for brand visibility.
- Data-Driven Decision-Making: Skilled in analyzing campaign metrics and translating insights into actionable strategies for continuous improvement.
- Ad Copy Excellence: Demonstrated ability to create compelling ad copies tailored to different platforms, maximizing click-through rates and user engagement.
- Budget Optimization: Expertise in managing advertising budgets efficiently, allocating resources to high-performing campaigns for maximum ROI.
- A/B Testing: Proactive in conducting A/B tests to refine ad creatives, targeting, and other parameters, ensuring ongoing campaign optimization.
- Stay Ahead of Trends: A keen eye for industry trends and platform updates, ensuring campaigns are always aligned with the latest digital marketing best practices
- Ability for in-depth understanding of key industry metrics and the ability to recognize how they might impact the business (CPC, CTR, CPA, ROAS, Quality Score).
- Actively test and analyze keywords, ad copy, creative and landing pages to increase ROI and drive incremental volume.
- Grows and expands company social media presence and increases traffic on existing platforms including Facebook, LinkedIn, Twitter, Instagram, and YouTube.

Personal Details:

- Date of Birth - 02/08/1998
- Gender - Female
- Marital Status - Single
- Religion - Hindu
- Nationality -Indian

Declaration:

I hereby declare that the above details are true to the best of my knowledge and belief.

Place: Nellore

Your Truly

Date:

P PRIYA