



V Sai Avinash

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SKILLS

- **Digital Marketing Skills:**
Search, Shopping, Display and Video
- **Ad Networks:** Search, Shopping, Display Networks
- **Content Editing Utilities:**
MS Office & Google Docs

PERSONAL PROFILE

DOB: 26-11-1996

LANGUAGES KNOWN:

English, Telugu, Hindi.

MARITAL STATUS: Single

NATIONALITY: Indian

EDUCATION

May 2019

Bachelor of Mechanical Engineering
SCSVMV University

April 2015

Intermediate, Maths, Physics, Chemistry
Sri Chaitanya Junior College

April 2013

S.S.C
Sainikpuri High School, Hyderabad

CAREER OBJECTIVE

To achieve top quality, client satisfaction and a challenging position in the areas of analyzing, implementing, and optimizing in a reputed organization.

PROFESSIONAL SUMMARY

- Detail oriented, with good analytical, technical, and problem-solving skills.
- Campaigns and Ad group creation in Google Ad Words, Creating Effective Ad Copy, bid management, Content.
- Campaign optimization, Landing page optimization, Generating Leads, Accountability (Responsibility) for PPC
- Budgeting, ROI (Return on Investment)
- Used analytics to analyze and generate weekly and monthly reports for email campaigns.
- Managed all Pay-Per-Click advertising, making decisions with a weekly budget.
- Prepared performance reports to be presented to management.
- Assisted to facilitate increase in conversion rate for all PPC projects.
- Ensured optimal utilization of analytical tools and recommended improvements.
- Developed efficient PPC strategies and provided updates.
- Performed regular tests to maintain optimization of keywords.
- Prepared and organized various SEM campaign performance reports.
- Wealth of knowledge in Campaign setup, Optimization and Analysis.
- Skilled in Keywords Research based on the required.
- Hardworking and passionate to learn new skills which help in career growth.

WORK EXPERIENCE

May 2023 - Current

Associate Campaign Manager, Atidiv, Pune

May 2020 - May 2023

PPC Executive, Sisense info technology pvt ltd

- Handle Clients Accounts in allowing them to attain maximum visibility and hence leads to generate.
- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on Search terms report.
- Handling day-to-day Search Engine Marketing (SEM) especially in Google Ads which involves activities such as campaign designing with action items defined, implementation, budget management, performance review, and optimization to enhance performance.
- Targeting display ads using options like display keywords, topics, and demographics.
- Monitoring Key Performance Indicators – CTR, Quality score and Conversions.
- Reporting of campaigns both on Search Engine and social media with in-depth analysis of performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result-oriented metrics of cost per click.
- Managing seasonal digital marketing brand campaigns including creative development, website refreshments.
- Analyzing campaigns to analyze key metrics and optimizing to get better conversion rate.
- Competitor's analysis which helps to predict competitor's strategic behavior.