


RAGHAVENDRA BABUNURI

CONTACT

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CORE QUALIFICATIONS

- Google Ads: Campaign creation, optimization, and reporting
- Google Analytics: Data analysis, tracking, and reporting
- Google Editor: Bulk Uploads for Google Ads
- Keyword research: Identifying high value keywords for improved campaign targeting
- A/B testing: Implementing and analyzing experiments to optimize conversion rates
- Competitor analysis: Researching market trends and identifying opportunities for improvement
- Campaign optimization: Adjusting bids, targeting, and messaging for improved performance
- Collaboration skills: Experience working with cross-functional teams and client management

CERTIFICATIONS

- Google ads search certified
- Google ads display certified

LANGUAGES

- Telugu: First Language
- Hindi:  C1
Advanced
- English:  C1
Advanced

SUMMARY

Knowledgeable advertising and marketing professional with substantial experience planning and deploying Search campaigns. Expertly tracks markets and adapts techniques for maximum returns. Accomplished in leveraging cross-channel marketing techniques and fresh approaches.

EXPERIENCE

- June 2021 - Current
- PPC Executive** *STU BIZ SOLUTIONS PVT LTD*, HYDERABAD, INDIA
- Conducted throughout research into client's brand to determine most effective website keywords.
 - Conducted in-depth research into various websites similar to client's to determine best, highest performing keywords.
 - Used data to build strategies for targeting specific markets and consumer demographics.
 - Evaluated market research outcomes for improved advertising strategy.
 - Developed and implemented PPC strategies across various digital advertising platforms, including Google Ads, Bing Ads, and social media platforms.
 - Conducted thorough keyword research and analysis to optimize campaign performance and increase conversions.
 - Created and managed PPC campaigns, including ad copy creation, bid management, and landing page optimization.
 - Maximum ROI & Quality leads for companies.
 - Understanding the client requirement under the guidance of senior team members.
 - Campaigns and Ad group creation in Google Ads, Creating Effective Ad Copy, Bid management, Content campaign optimization, Landing page optimization, Generating Leads, Accountability (Responsibility) for PPC Budgeting, ROI (Return on Investment).
 - Performed regular tests to maintain optimization of keywords.
 - Assisted to facilitate increase in conversion rate for all PPC projects.

EDUCATION

- 2019
- Master of Business Administration HR, MARKETING**
SPIRITS COLLEGE, Kadapa, AP
- 2017
- Bcom Computer Science**
SV Degree College, Kadapa, AP