

Prashant Chauhan

Senior Google Ads Specialist



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Proven skills in increasing customer engagement and business visibility in online searches through successful approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.



Skills

Keyword Research
Competitor Analysis
Search Engine Marketing
Advertising Strategies
Keyword Optimization
Customer Acquisition
Strategic Marketing
Budget Management
Campaign Optimization
Advanced Excel Skills
Audience Segmentation
Ad Copywriting
Remarketing
KPI Tracking



Work Experience

2020-11 - 2023-12

Google Ads Senior Analyst

Accenture Solutions Pvt Ltd.

- Managing performance marketing, working with core Google platforms including Google Ads (Search, Display, Demand Gen, Video, Shopping & Performance Max)
- Mentored and trained teams in KPI analysis and performance evaluation using Google Ads

- Optimize advertising campaigns to reach technical level of audience and identify technical optimization opportunities to improve campaign performance for different clients
- Use data-driven decision-making skills to perform data analysis and identify underperforming areas in campaigns and methodically optimize them to improve campaign performance
- Applying different bidding strategy in order to derive expected results to achieve maximum ROI
- Improving Quality Score by increasing relevancy of ads with corresponding Keywords and landing pages.
- Implemented new strategies to improve click-through rates and conversion.
- Created Pay-Per-Click campaigns to drive targeted traffic to company website.
- Optimized e-commerce campaigns through A/B testing to increase online sales.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Conducted market research and competitor analysis to inform search marketing strategies.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Crafted and implemented strategies to increase search visibility and website traffic.
- Managed search engine marketing budgets and tracked campaign performance.
- Implemented pay-per-click campaigns to increase website traffic and conversions.
- Keyword research and analyzed competitor and PPC campaigns to identify gaps and opportunities.

2017-04 - 2020-11

Campaign Management Analyst

Wildnet Technologies Pvt Ltd.

- Creating and managing marketing campaigns on Google & Bing
- Perform daily account management of pay per click accounts on Google Ads & Bing Ads.
- Optimizing campaigns on regular basis to get desired result.
- Monitoring of keyword bids, account daily and monthly budget, impression share, quality score, search term report.
- Generate weekly and monthly client reporting for all major metrics, Conversion and goals tracking.
- Maintained in-depth account plans including detailed Excel & Google Sheet workbooks with continually updated task lists, updates, deadlines, and budgets.
- Conducted competitor analysis.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Researched and analyzed industry trends to inform search marketing strategies.
- A-B tested ad campaigns to optimize performance and drive improved ROI.

- Optimizing performance marketing using Google Analytics.



Education

B.Tech: Civil Engineering

Yagyavalkya Institute of Technology - Jaipur, Rajasthan

HSC

D.A.V. Public School (C.B.S.E.), Ghaziabad

SSC

D.A.V. Public School (C.B.S.E.), Ghaziabad



Certifications

Google Ads Search Professional

Google Ads Display Professional

Google Ads Video Professional

Google Ads - Measurement Certification

Performance Green Belt



LinkedIn

[linkedin.com/in/prashant742](https://www.linkedin.com/in/prashant742)



Tools Exposure

- Google Ads Editor
- Google Keywords Planner
- Google Analytics
- Google Trends
- Google Tag Manager
- Google Data Studio
- SEMrush
- Trello
- Google Sheets
- Microsoft Excel