

## CURRICULAM VITAE

### PADMAVATHI L

**D/o Lakshmikantharaju**

# 4824/1A, 2<sup>nd</sup> Cross,

Rajendranagar, N R Mohalla,

Mysuru-570007.

*Email id : rajupadma68@gmail.com*

*Mob: 7259523557*

#### ***Career Objective:***

*Aiding the organizations achievements and to work in a globally competitive and dynamic environment and those who offer me excellent opportunity to enhance my skills and value to the institution and myself.*

#### ***Academic Qualification:***

<b><i>Examination</i></b>	<b><i>Board/University</i></b>	<b><i>School/College</i></b>	<b><i>Year</i></b>	<b><i>Percentage</i></b>
<i>SSLC</i>	<i>KSEEB</i>	<i>Sri Chayadevi Vidyanikethana High School</i>	<i>2015</i>	<i>76%</i>
<i>PUC</i>	<i>PUE</i>	<i>JSS PU College for Women</i>	<i>2018</i>	<i>55.33%</i>
<i>B.Com</i>	<i>University of Mysuru</i>	<i>Teresian College</i>	<i>2021</i>	<i>7.43 CGPA</i>

#### ***Experience:***

1. 1 Year 8 Months Experience in **Paragon Digital Service Pvt. Ltd.** As a Analysts.

## **Experience:**

### **Roles and Responsibilities:**

- Campaign set ups on SA360, Google Ads, Bings Ads engines.
- Campaign set up, ads creation, ad descriptions, site links, KWs finalization.
- KW optimization, report pulling, recommendations, implementations of reports.
- SQR reporting, weekly reports recommendations and report pull.
- Health checking of campaigns from engine recommendations.
- Analyze performance and updating CPCs.
- Daily campaign bid management with detailed attention to ROI and budget.
- Lead generation and tracking auctions.
- DSA & RSA ads, carousel, discovery ads
- Ad promo updates.

### **Advertising Platforms:**

- Google Ads Manager,
- Bing Ads , Amazon ads
- SA360

## **PERSONAL SUMMARY:**

- Energetic, Vibrant & Blessed with Enthusiasm.
- Open to new areas for growth.
- Adaptable and creative.
- Able to complete tasks in a timely and efficient manner.
- Work well on my own and as a part of a team.
- Acknowledging human values, ethics, and basic skills.
- A highly organized and strongly self – motivator.

## **Computer Skills:**

- Basic in Computer
- MS Office

**Personal Details:**

Name : **PADMAVATHI L**  
Father Name : **Lakshmikantharaju**  
Date of Birth : 25/07/1999  
Gender : Female  
Religion : Hindu  
Nationality : Indian  
Marital Status : Unmarried  
Known Language : English, Hindi, Kannada & Tamil

**Declaration:**

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

**Thanking You,**

**Date:**

**Place: Mysuru**

**Yours Faithfully,**

**(PADMAVATHI L)**