

# Padmakumar Velduti

Bangalore

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## Objective

Self-motivated PPC Specialist offering 3 years of experience in Digital marketing. Passionate about combining strategy and creativity, driving new opportunities and building professional relationships.

## Skills

- Digital Marketing Skills : SEM, Adwords ,PPC.
- Ad Networks : Search,Display,Video,Shopping Networks.
- Google Ads editor.
- Ms. Tools.

## Experience

- **Bear Fox marketing | PPC Specialist | Bangalore** 2021 - Current
  - Increased ad campaign performance by optimizing keyword selection and ad copy.
  - Managed multiple PPC accounts for various clients, leading to improved ROI.
  - Conducted thorough keyword research to identify high-performing keywords for ad campaigns.
  - Analyzed account performance data, making necessary adjustments to optimize results.
  - Implemented bid management strategies to maximize budget efficiency and achieve client goals.
  - Implemented pay-per-click campaigns to increase website traffic and conversions.
  - A-B tested ad campaigns to optimize performance and drive improved ROI.
  - Managed search engine marketing budgets and tracked campaign performance.
  - Reduced cost-per-click for clients through continuous monitoring and adjustment of bidding strategies.
  - Involved in managing overall campaign operations like website analysis, holistic optimization, ads communication, creating media plan, planning ,campaign structure, keyword research, create ad groups & ads, bidding, quality score, negative keywords, analyse SQR, AB testing.
  - Extensively created insightful trackers,monthly/weekly/daily reports, periodic review and maintenance of vertical nuances and standard operating process documents.
  - Hands on experience in using digital marketing tools like Google AdWords, AdWords Editor.
  - Studied & analysed search, video and display marketing process to manage them effectively by bringing in the latest practices in these.
  - Enhanced online advertising results using Performance Max, reaching a broader audience with smart ad placements.

## Education

- **SRKR Engineering College** 2020  
Bachelor of Technology in Civil engineering

- **Sri Chaitanya junior college** 2016  
Intermediate
- **Sri Bharathi Public School** 2014  
SSC

### Interests

- Learn to know New things in Digital marketing
- Music
- Sports