Harish Aerra
Senior Executive - Paid Search

PERSONAL INFO

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Hyderabad, India

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SKILLS (TECHNOLOGY / FUNCTIONAL)

Campaign Management

Google Ads

Bing Ads

Amazon Ads

SA 360

Apple Ads

Google Analytics

Google Editor

Bing Editor

Prisma (MediaOcean)

Power BI

Looker Studio

Shoptimize

LANGUAGES

English

Hindi

Telugu

Results-driven Paid Search Analyst (4.2 Years) with a proven track record in optimizing and managing successful pay-per-click campaigns. Expertise in keyword research, ad copy creation and bid management etc. Proficient in utilizing analytics tools to track and analyze campaign performance, and adept at staying abreast of industry trends. Strong analytical and problem-solving skills, coupled with good communication abilities to collaborate effectively with cross-functional teams and clients.

EDUCATION

BHMCT | Jul 2013 - Apr 2016
Shri Shakti College of Hotel Management, Hyderabad

Intermediate | Jul 2011 - Apr 2013
Narayana Junior College, Hyderabad

10th Standard | Jun 2010 - May 2011
Thapar Vidya Vihar, Warangal

EXPERIENCE

Senior Executive Paid Search | Sep 2022 - Present
Group M, Bangalore

- Managing client accounts for the UK, Germany, and Italy across various platforms, including Google Ads, Microsoft Advertising, SA 360, Amazon Ads, and Apple Ads
- Proficient in managing clients in both B2B and B2C sectors across diverse industries, encompassing Tools & Equipment, Apparel, Beauty & Cosmetics, Home & Interiors, Eyewear, Gourmet Food, and more.
- Creating and managing search engine marketing campaigns and suggesting improvements for client's advertising campaigns based on in-depth analysis.
- Monitoring daily pacings for accounts, ensuring regular performance checks, and identifying any abrupt fluctuations
- Handling diverse ad hoc responsibilities such as SQR reports, account audits, account restructuring, ad copy analysis, device analysis etc.
- Effectively manage budgets to ensure efficient allocation of resources and optimal campaign performance within defined spending limits by using platforms like Prisma (Booking Budgets & reconciliation)
- Generate regular reports on campaign performance, providing insights and recommendations for ongoing improvements..
- Regularly involved in crafting Quarterly Business Review (QBR) presentations and PowerPoint decks.
- Utilizing various Excel functions for regular report generation and data analysis.
- Communicate effectively with clients, providing updates on campaign progress, addressing inquiries, and presenting recommendations for optimization.
- Implement new features or strategies to adapt to evolving trends.

Retail Brand Manager | Apr 2022 - Sep 2022
Lladro Private Limited, Hyderabad, Hyderabad

- Develop a schedule of holiday activities and promotions throughout the year strategically designed to bring in more revenue.

- Maintain inventory by implementing purchasing plans and staying in contact with vendors and shippers.
- Manage all controllable costs to keep operations profitable.
- Maintaining statistical and financial records.
- Working with vendors and manufacturers to bring in effective marketing displays for the sales floor and store windows.

Paid Search Analyst | Mar 2019 - Jan 2022
P2Pro Solutions Pvt Ltd, Hyderabad, Hyderabad

- Managing Google Ads & Microsoft Advertising accounts for Enterprise and SMB Clients.
- Reviewing every account in complete detail to understand current level of performance.
- Analyzing data trends and creating keywords list, bids and budget suggestions. Versed in keyword research, search term analysis and effective utilization of match types to increase account efficiency.
- Hands-on experience with Google Ads editor, especially to make changes in bulk and save a lot of time.
- Working on different analyses like device analysis, ad copy analysis etc. to improve the account performance.

Front Office Executive | Jun 2016 - Jul 2018
Taj Mahal Hotels, Hyderabad

- Performing daily and weekly reports in various software (ONQ software, IDS Software, Micros Software)
- Monitor performance and maintain systems according to requirements.
- Troubleshoot issues and outages.
- Ensure security through access controls, backups and firewalls.
- Develop expertise to train staff on new technologies.
- Handling Group Check-Ins & Check-outs

Certifications

Google Ads Search Certification

Google Ads Search Professional Certification

Google Ads Display Certification

Google Ads Video Certification

AI Powered Shopping Ads Certification

AI Powered Performance Ads Certification

Microsoft Advertising Search Certification

Search Ads 360 Certification

Prisma (Media Ocean) Certification