

# VINAY KUMAR

## DIGITAL MARKETER

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kadapa, India

## SUMMARY

As a seasoned digital marketing professional with over 2.5 years of expertise in paid advertising and search engine marketing (SEM), I possess a demonstrated proficiency in conceptualizing and implementing highly successful marketing campaigns, consistently delivering measurable results in terms of increased traffic, qualified leads, and enhanced sales."

## SKILLS

Paid Marketing

Search Engine Marketing

Keyword Research

Reporting

Optimization

## EDUCATION

### BSC COMPUTERS

BSR Degree College

2016-2019

## CERTIFICATES

Google ads search certificate

SA360

## TOOLS

Google Ads

Sa360

Google editors

Excel

## WORK EXPERIENCE

### PPC EXECUTIVE

ARAVINA INFOMEDIA PRIVATE LIMITED

2021 - Present

- Developed and executed paid advertising campaigns that generated over 4.6 ROI in revenue with the monthly budget of 1 Million
- Analyzed data to identify trends and optimize campaigns
- Wrote reports to communicate results to stakeholders
- Experience in Using Google Ads Editor for doing bulk changes in Campaigns.
- Performed regular tests to maintain optimization of keywords.
- I managed cross-channel campaigns on SA360 in search, display, and video for potential customers to improve overall return on investment (ROI).
- Monitored and analyzed campaign performance metrics, such as click-through rates (CTR), cost per click (CPC), and return on ad spend (ROAS).
- Assisted in training and mentoring new team members, sharing knowledge and Best practices to enhance the overall team performance.