

# BHAVISHKUMAR SUNAGAR

MBA GRADUATE

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Date of Birth : 04-January-1998

Address : Bangalore, Karnataka



## Professional Summary

Data-Driven Digital Marketer with 1.5 years of SEM experience. Proven ability to optimize high-performing campaigns across platforms (Google Ads, Bing Ads, LinkedIn Ads & Meta Ads). Adept at leveraging data and industry trends to exceed KPIs. Eager to contribute expertise and drive success for your organization.

## Skills

- |                                   |                             |
|-----------------------------------|-----------------------------|
| ▪ Keyword Research                | Professional integrity      |
| ▪ Ad Copywriting and Optimization | Excellent social skills     |
| ▪ Bid Management                  | Professional communication  |
| ▪ Campaign Reporting and Analysis | MS Word and Power Point     |
| ▪ Competitor Analysis             | Analytics Tools Proficiency |

## Work History

### SEM Executive

#### Ruckus Advertising and Events | Bangalore

Nov 2023 - Present

- Evaluating campaign performance and implementing necessary changes while overseeing the end-to-end process of managing clients' SEM, including creating plans, developing strategies, and ensuring effective implementation
- Achieved and surpassed a KPI upto 20%, consistently adhering to planned strategies while preparing, strategizing, and executing campaigns on LinkedIn, Google Ads & Meta Ads
- Effectively managed and optimized a variety of SEM campaigns for a diverse portfolio of clients. This included a luxury audio brand, a B2B and B2C electric vehicle manufacturer, a leading German chemical manufacturer, a Naturopathy & Wellness Retreat Center, and a preschool and daycare center. Through strategic SEM ads, I was able to increase overall website traffic by up to 30% for these clients. My responsibilities also included the organization of various search, display, and smart campaigns, as well as the integration of conversion tracking for daily monitoring and optimization.
- Conducted comprehensive keyword research and A/B testing to gauge engagement and conversion metrics, gaining competitive insights that informed campaign optimization. Applied these findings across various industries, enhancing audience interaction through targeted website analysis. Implemented Google Tag Manager to meticulously track user activities, including form submissions and contact detail views.
- Managed negative search term updates and analyzed keyword performance within ad campaigns. Prepared comprehensive client campaign performance reports, providing valuable suggestions for improvement.
- Developed and executed SEM campaigns that achieved conversion rates ranging from 1% to 6%, depending on campaign goals and client industry.
- Leveraged Google Trends to monitor and analyze keyword trends used in ad campaigns, ensuring up-to-date and effective campaign strategies.
- Implemented data-driven bid strategies to boost ad click-through rate (CTR) and lower cost-per-acquisition (CPA), allowing businesses to meet their KPIs effectively and under budget.

## **SEM Executive**

**Vastu Housing Finance Corporation | Bangalore**

**Oct 2022 - Nov 2023**

- The Google Ads SEM campaigns were efficiently managed and fine-tuned to maximize their potential. To achieve optimal performance and good outcomes, the approach included extensive thinking, painstaking changes, and ongoing optimization.
- In addition to creating effective ad text that resonates powerfully with the target demographic and is suited to the campaign goals, smart bidding tactics were implemented to accomplish campaign objectives while optimizing return on investment (ROI).
- Ad versions were subjected to A/B testing in order to improve click-through rates and overall campaign performance. Reports detailing the campaign's efficacy were generated, including CTR (Click-Through Rate), conversion rates, and ROAS (Return on Ad Spend).
- Monitored competitor activities and strategies, adjusting campaigns based on competitive insights.
- Stay ahead by continuously monitoring industry trends and updates to maintain a competitive edge while also delving into in-depth analysis of target audience behavior and preferences to fine-tune and improve targeting strategies.
- Through SEM ads, increased website traffic. Organizing and optimizing various search, display, and smart campaigns, as well as integrating conversion tracking for daily monitoring.
- Managed and executed social media campaigns across LinkedIn, Meta platforms (Facebook, Instagram), and other relevant channels, aligning with organizational goals and target audiences.

## **Internship**

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**Digital Marketing Intern**

**Jan 2022 - Aug 2022**

**Indra's Academy, Bangalore**

- Managed the day-to-day operations of the organization's social media accounts, including developing and executing social media strategies, creating and posting engaging content, running social media ads, and monitoring and analyzing performance.
- My main responsibility as an individual contributor in this role is to solve routine problems using established guidelines and precedents.
- To carry out my tasks, I will closely collaborate with my team members and follow detailed instructions, understanding that my decisions may impact my work.
- I collaborate closely with my team and direct supervisor, and I will seek guidance whenever needed to ensure that I am on track and meeting expectations.
- I was responsible for a predetermined scope of work and will work diligently to meet the project requirements assigned to me.
- Proficient in backlink creation, photo editing, SEO, and SMM, with a proven track record of success in improving website traffic and rankings.
- Managed the day-to-day operations of the organization's social media accounts, including developing and executing social media strategies, creating and posting engaging content, running social media ads, and monitoring and analyzing performance.
- Managed the full lifecycle of Google Ads campaigns, from keyword research to ad creation to performance analysis. Published and reviewed campaigns to ensure that they were meeting the organization's goals and objectives.
- To carry out my tasks, I will closely collaborate with my team members and follow detailed instructions, understanding that my decisions may impact my work.

Education

- MASTER'S IN BUSINESS ADMINISTRATION  
MARKETING & FINANCE (2021-2022)  
GIT - KLS GOGTE INSTITUTE OF TECHNOLOGY, BELAGAVI  
Marks Obtained - 7.0 (CGPA)
- BACHELORS IN COMMERCE  
REGULAR (2016 -2019)  
JSS BANASHANKARI ARTS, COMMERCE & S.K. GUBBI SCIENCE COLLEGE, DHARWAD  
Marks Obtained - 65%

Projects

- ▶ Supply chain management in the dairy industry: The Karnataka Milk Federation experience

Certification

- Fundamentals of Digital Marketing  
Google Digital Garage | 2022
- Linguaskill  
Cambridge English | 2022
- Google Ads-Measurement Certification  
|2023-2024
- Google Ads Grow offline sales  
certification|2023-2024
- Google Ads Shopping Certification|2023-  
2024
- Microsoft Excel Excel from Beginner to  
Advance |2022
- Google Ads creative certification|2023-  
2024

Language



- English
- Kannada
- Hindi
- Tulu
- Telugu



Hobbies

- Riding
- Travelling
- Gaming

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