



RENUKA PRASAD N

Performance Marketing (PPC) | Digital Marketing

CONTACT

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1007 Peach, HM World
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Bangaluru-560062

EDUCATION

BE in Mechanical (2020) :
Adhichunchanagiri Institute
Of Technology (VTU),
Chikmagalur

Digital Marketing Course at
"DIGITAL KORA" training
institute, Bangaluru

Skills

- Google Ads
- Google Analytics
- Meta Ads | Bing Ads
- Social Media Marketing
- SEO
- Computer Skills

LANGUAGE

English

Kannada

Work Experience

2023 Mar - Till date

Company Name | **POSITION2 Marketing Pvt Ltd.**

Search Analyst (Performance Marketing)

2022

Company Name | **FINECERT ISO Consulting &**

Certification

Junior SEO Analyst

Career Objective

A passionate digital marketer with knowledge in Pay Per Click (PPC) and search engine marketing (SEM) activities seeking an exciting career in the field of digital marketing.

Skills & Proficiencies

- Proficient in optimizing **Google Ads campaigns** for maximum ROI to achieve targeted objectives. Skilled in keyword research, ad creation, and performance analysis to drive digital marketing strategies.
- Capable of leveraging **Google Analytics** to extract insights, monitor website performance, and enhance digital marketing tactics.
- Utilizing advanced targeting techniques and analytics to create **Meta ads** for optimal campaign performance.
- Skilled in **Bing Ads campaign** management, optimizing for high ROI, and demographic targeting to drive traffic and conversions.

- Proficient in developing and executing **Social media marketing** strategies, creating engaging content, analyzing results to drive brand growth and foster audience interaction.
- Proficient in **SEO**, optimizing website content, improving search rankings, and driving organic traffic.
- **Continuous Learning:** Committed to keeping abreast of industry trends, best practices, and platform updates through self-study, professional development, or industry certifications.

Other Skills

- Proficient in computer skills such as MS Word, Excel, and PowerPoint.
- Extensive experience in utilizing the internet.

DECLARATION

Seeking to apply digital marketing expertise by leveraging a comprehensive grasp of various social media platforms, tools, analytics, and the ability to evaluate campaign performance.

DATE :
PLACE :

SIGNATURE
(RENUKA PRASAD N)