

B.THRILOK
Email:thriloKnath362@gmail.com;MobileNo.:+91 7702670447
Address:2-140,NALLAPAREDDYPALLI,ANANTAPUR;

ExecutiveSummary:

To be associated with a progressive organization which can provide me with a dynamic work sphere to extract my inherent skills as a professional, use and develop my aptitude to further the organization's objectives and also attain my career targets.

PROFESSIONALEXPERIENCE

Having Overall 3+Year experience in Digital Marketing

Working as a Search Analyst in Thinking Hut IT Solutions PvtLtd from May 2021.

Hut IT Solutions PvtLtd from May 2021.

Roles&Responsibilities:

- Good skills in providing PPC campaign strategies and recommendations.
- Developing the campaign pacing & performance reports to manage the campaigns effectively.
- Helping others to complete the tasks with 100% quality.
- Conducted indepth keyword research to identify potential keywords and phrases that align with the business goals.
- Created compelling adcopies which helps to increase the CTR.

EDUCATION

- B.Sc Maths from GOVT ARTS Degree College, Affiliated to S.K. University passed out in the year 2019 with 76%.
- Intermediate (+2) from Sri Hello,
-
- I trust you're doing well.
-
- Attached is my resume detailing my 3+year experience as a PPC Executive.I would greatly appreciate it if you could take amoment to review my profile.If

- You find it fitting,I would be thankful for the chance to be considered for the shortlist.
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- Thankyou,and leagerly await the possibility of collaborating with you."Sai Junior College , from Board of Intermediate passed out in year 2016 with 70%.
- SSC from Board of Secondary Education passed out in year 2014 with 92%.

SOFTSKILLS

- Presentation and Public Speaking.
- Training & Facilitation.
- Event planning and co-ordination.

TECHNICALSKILLS

- Search Engine Marketing(SEM)
- Google AdWords AccountSetup
- Search Network(Campaign,AdGroup and Adcreation,Negative Keywords,all Ads Extension, Conversion Setup, ROI Calculate)
- GoogleTag Manager(GTM)
- Google Analytics
- Video Marketing
- SEM(Advertise video with the help of Google Adword)

➤ **DOMIAN KNOWLEDGE**

- Google Ads
- Bing Ads
- Google Analytics
- Google Tag Manager
- Trade desk

➤ **APPLICATIONS**

- Google AdWords
- Google AdWord Editor
- Googlr Analytics
- Excel
- SEM Rush
- Acquisio
- Salesforce

➤ INDUSTRIES WORKED

- Sports and Fitness
- Beauty Industry
- Health Industry
- Franchise
- Donation fund Raiser
- Real Estate
- Education
- Law and Administration
- Automobile

PERSONALSKILLS

- Positive Attitude,Determined and High Energies.
- HardWorking and Sincere.
- Good decision making and analytical skills.
- Abletohandle people inaveryefficientway.

PERSONALPROFILE

Name	:BALATHRILOK
DateofBirth	:03-03-1999
Father'sName	:BRAMANAIAH
LanguagesKnown	:English,Hindi,andTelugu.
MaritalStatus	:un Married

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