

# Satwik

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## SUMMARY

Data-driven Digital Marketer with 2.5 years of experience crafting and executing successful campaigns across PMax, Search Ads, Shopping Ads . Managed a budget of \$65,000 USD for international e-commerce clients. drive traffic and boost conversions. Passionate about staying ahead of digital trends and delivering measurable results.

## KEY COMPETENCIES

- Google Ads
- Ecommerce websites
- Search Engine
- SEO Strategies
- SA360, Bing Ads
- Shopping Ads & PMax Campaigns
- Campaign Analysis & Reporting
- PPC & SEM Strategies
- Marketing Strategies
- Content Writing
- Assist Clients

## WORK HISTORY

**April 2022 - Till date**

### TURBITO INFOTAINMENT PRIVATE LIMITED | SEM SPECIALIST

- Planned, developed, and Optimized , executed Search And Shopping across Google Ads platforms
- Managed PMax and Search Ads campaigns for a international e-commerce clients, driving global sales growth.
- Managed campaign budgets and optimized bids for maximum return on ad spend (ROAS) or other campaign goals.
- Successfully Handled a total Budget of 65000 USD, ensuring optimal campaign performance and Return On Ad Spent.
- Monitored campaign performance and made data-driven adjustments to improve results
- Conducted audience research to identify target audiences for campaigns
- Leveraged Google's audience insights and segmentation tools to reach the right people at the right time
- Developed audience lists for remarketing campaigns
- Hands on experience with Marketing platforms and analytical tools like Google Editor, Google Analytics.
- Created high-quality ad copy and visuals for PMax campaigns, adhering to Google's guidelines.
- Generated reports to track the campaigns.
- Analyzed data to identify trends and insights to improve campaign performance And Presented campaign results to Clients

## EDUCATION

**Saveetha university,**  
B.E Mechanical Engineering  
2014 - 2018

## CERTIFICATIONS

- Google ads display certification
- Shopping ads certification
- Search ads 360 certification
- Google ads search certification

## SOFT SKILLS

- Process improvement
- Report writing and presenting
- Critical thinking skills
- Excellent communication skills
- Strong interpersonal skills
- Self-motivated
- Exceptional organizational skills
- Time Management
- Handle multiple projects
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