

SIVA PRASAD

Senior Process Executive

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Bengaluru, Karnataka, India



SUMMARY

Professional with 3.4 years of expertise in digital advertising, transforming strategic business goals into measurable sales, revenue, and client growth. Proficient in leveraging advanced paid media platforms, including Amazon Ads, Google Ads, Facebook Ads, Bing Ads, and Google Ads Editor, as well as SEO tools like SEMrush. Adopt at crafting high-impact, compelling ads that consistently exceed client expectations and drive performance.

EDUCATION

Bangalore University

Master of Business
Administration (MBA)
(2017– 2019)

SKILLS

- Digital Marketing Strategy
- Account Management
- Data Analysis and Reporting
- Campaign Management
- Budgeting and Cost Control
- Client Communication

KEY SKILLS

- Amazon Ads
- Google Ads
- Bing Ads
- SEO
- Facebook Ads
- Google Ads Certification
- Google ads editor
- Bing ads editor
- Excel
- SEMrush

PROFESSIONAL EXPERIENCE

1. Cognizant – June 2023 to October 2024

Role: Senior Process Executive

Job Responsibilities:

- Strategically created and managed Sponsored Products, Sponsored Brands, and Sponsored Display campaigns on Amazon to increase product visibility and drive sales growth.
- Conducted extensive keyword research to optimize reach and enhance ad performance, ensuring relevance and improving targeting accuracy.
- Managed keyword bids and placements, resulting in improved ad relevance and a boost in client ROAS and ACOS.
- Monitored key performance metrics such as ROAS, ACOS, CTR, and conversion rates, using insights to refine strategies and achieve client goals
- Developed and executed bidding strategies tailored to maximize visibility and ROI; made real-time bid adjustments to maintain competitiveness and desired outcomes.
- Prepared and delivered regular performance reports to clients with actionable recommendations for campaign improvement.
- Ensured campaigns aligned with business objectives through ongoing optimization and close collaboration with clients.
- Drove continuous improvement in campaigns by leveraging data-driven insights and real-time adjustments to ad spending
- Effectively managed daily budgets to optimize spending, prevent overspending, and promptly notify clients when campaigns were low on funds.
- Reduced CPC for clients by implementing targeted bidding strategies and refining keyword selection, enhancing efficiency in ad spending

PERSONAL DETAILS

- Name : Siva Prasad
- Father's Name : N. Subbarayaudu
Mother Name : N. Arunamma
- Nationality : Indian
- Date of Birth : 5th June 1996
- Hobbies : Travelling, Playing
Cricket & Cooking
- Languages : English, Telugu
and Hindi
- Marital Status : Married

2. PARAGON DIGITAL SERVICES PVT LTD | JAN 2022 - APR 2023

Job Responsibilities:

- Supported an international client base by managing and optimizing their paid advertising campaigns across platforms like Google Ads, SA360, and Bing Ads, utilizing Ads Editor for efficiency.
- Provided strategic insights on media and budget plans, establishing KPIs and defining KRAs to ensure alignment with client goals.
- Developed and allocated budgets across various campaign types to achieve targeted results effectively.
- Conducted thorough keyword research, crafted ad copy, and structured new ad campaigns to maximize engagement and relevance.
- Regularly audited accounts and campaigns to identify duplicate keywords, assess ad performance, and uncover new keyword opportunities through SQR and keyword analysis.
- Analyzed customer research and auction insights to understand the UK market landscape, enabling clients to maintain a competitive edge.
- Ran experiments at the campaign, ad group, keyword, and ad levels, employing diverse bidding strategies to manage CPC and CPA effectively, improve ROAS, and optimize conversion rates.
- Generated weekly performance reports with actionable insights and recommendations for enhancing clients' online presence
- Created visually engaging, responsive reporting templates to offer a quick, comprehensive view of paid media performance, enabling live tracking and analysis.
- Managed daily campaign operations, including keyword analysis, budget pacing, performance tracking, and end-to-end digital media planning and execution aligned with client objectives

3. Mphasis - March 2020 – October 2020

Developed and implemented comprehensive digital marketing strategies that emphasized SEO optimization through both on-page and off-page techniques, complemented by extensive keyword research to elevate organic search rankings, increase website visibility, and drive targeted traffic, while also managing Facebook Ads to maximize the effectiveness and reach of digital campaigns