

# Arpitha N Gowda

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## Summary

Dedicated professional with 2.2 years of experience, I would like to contribute towards the growth of the organization, based on my expertise and knowledge and to increment my professional capabilities by learning from the new exposure within the structured framework of the organization.

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## Professional Experience

**Theorem Digital Solutions India Pvt Ltd**  
**Client Service Analyst**

**Dec 2022 - Present**

- Assist clients with the daily management of various paid marketing campaigns, including Search, Discovery, Display, Performance Max, YouTube and Facebook ads.
  - Expertise in ad operations across multiple platforms such as Google Ads, Google Ads Editor, Facebook Ads, Google Ad Manager (GAM), Bing Ads, and Google Analytics.
  - Collaborate with stakeholders across the APAC region to provide recommendations and implement budget adjustments regularly.
  - Monitor campaign budgets and analyze performance on a monthly basis to ensure objectives are met.
  - Create custom reports in Google Analytics to track quotes and sales data for different products using various goal IDs.
  - Capture screenshots of live ads for documentation.
  - Manage request queues, including task assignment.
  - Conduct internal audits, quality checks, and ensure campaign tasks meet internal QA standards.
  - Prepare daily, weekly, bi-weekly, monthly, and End-of-Campaign (EOC) reports.
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## Education

**Visvesvaraya Technological University**  
Master of Business Administration - 2019

**Mysore University**  
Bachelor of Commerce - 2017

**Karnataka Pre University Board**  
PUC (BASC) - 2014

**Karnataka Secondary Education Exam Board**  
SSLC - 2012

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## Personal Skills

- Adapting to a new environment and grasp work quickly
  - Ability in managing a high volume of tasks and Problem solving
  - Ability to work in a team to achieve a target
  - Passionate in learning new methods & technologies
  - Time Management
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## Achievements

- Awarded "**Rock star Rookie**" for the year 2023
  - Awarded "**Because of U**" for Year 2024
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## Certifications

- Google Ads Search
  - Google Ads Display
  - Google Ads video
  - Google Ads Creative
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## Languages

- English
  - Kannada
  - Hindi
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## Key Skills

- Google Ads (AdWords)
  - Facebook (Ad Manager)
  - Google Ad Manager
  - Reporting
  - MS Excel
  - Google Ads Editor
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## Interests

- Swimming
- Sketching
- Listening to music