

PRAVEENKUMAR LINGALA

EXECUTIVE- AD OPERATIONS

CONTACT

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📍 Hyderabad

EDUCATION

2016 - 2021

JAYAMUKHI INSTITUTE OF
TECHNOLOGY AND SCIENCES

- B.Tech - EEE

2012 -2013

SUJATHA VIDYANIKETHAN
HIGH SCHOOL

SKILLS

- Advanced Excel
- Campaign Management
- Media Planning
- Paid social
- SMO,SMM
- A / B testing

LANGUAGES

- English
- Telugu

PROFILE

Dedicated Executive offering 2+ years of experience and background in Digital Marketing. Effective at independently planning and managing diverse business relationships. Proficient in time management with a disciplined execution strategy. Demonstrated strong organizational skills and communication abilities.

WORK EXPERIENCE

- **Platinus Technologies PVT LTD** 2022 DEC - PRESENT
Executive - Ad Operations
 - Worked on campaign setups in Facebook, Meta, Snapchat & LinkedIn, Pinterest
 - Maintain & strategize paid and organic campaigns
 - Campaign end to end optimization based on the performance of campaign in Facebook
 - Worked on the reporting of Facebook, Google Ads, Pinterest, Snapchat & Twitter
 - Ability to identify problems, brainstorm and analyze answers, and implement the best solutions
 - Working on different brands of weekly and wrap reports as per the client's requirements
 - Daily Health check analysis and commentary
 - Analyze & provide campaign reporting, Campaign Screenshots, and PPTs to the client
 - Created spreadsheets using Microsoft Excel for daily, weekly, and monthly reporting
 - Worked flexible hours across the night, weekend, and holiday shifts
 - Proved successful working within tight deadlines and a fast-paced atmosphere