NIKHIL KASANI

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PROFESSIONAL SUMMARY

Google Ads specialist with **3.5 years of experience** in managing and optimizing high-budget paid search campaigns. Proven expertise in driving targeted traffic, increasing conversions by 25%, and maximizing ROI by 35% through strategic campaign management. Skilled in advanced keyword strategies, performance analytics, and industry best practices.

EXPERIENCE

Associate SEM Analyst

Verse Innovation Pvt. Ltd. (Dailyhunt Department) | Bengaluru, India | Feb 2023 – Present

- Managed and optimized **Google Ads Search** and **Performance Max campaigns, achieving a 35% increase in ROI** and a **20% reduction in CPC**.
- Implemented advanced keyword strategies, resulting in a **40% improvement in ad relevance** and **Quality Score**.
- Monitored and adjusted bids, ad scheduling, and device targeting to maximize efficiency for high-budget campaigns.

SEM Analyst

P2Pro Technologies Pvt. Ltd.| Hyderabad, India | [Sep 2021 – Feb 2023]

- Developed and executed a comprehensive digital marketing strategy, increasing **website traffic by 50%** and **conversion rates by 25%**.
- Conducted detailed competitor analysis and keyword research to optimize ad performance.

KEY RESPONSIBILITIES

- Managing paid search campaigns in Google Ads for various clients.
- Doing regular analysis on keywords, Ad scheduling, devices, locations and others to improve the efficiency.

- Developed and executed campaigns targeting audiences across different locations and languages.
- Conducted regular quality checks on campaign setting and ad creative to ensure compliance with Google ads policies and best practices.
- Regular Quality Assurance checks based on the standard checklist.
- Conducted on going analysis of shopping campaign performance data to identify trend and make recommendations for optimization.
- Following best practices to ensure all the setting are correct.
- Experience in creating Search, Shopping, Display and Video campaigns.
- Knowledge on when to use which bidding strategy.
- Clear understanding of all the available audiences in Google ads
- Utilized auction insights data to inform bidding strategies and identify opportunities for improvement.
- Utilizing Ad copies and Extensions to increase the CTR of the campaigns.
- Working on weekly and monthly reports.

EDUCATION

- **MBA in Finance & Marketing** | ANR College, Gudivada, Andhra Pradesh | **April 2016**
- **Bachelor of Commerce in Computers** |Krishna University, Challapalli, Andhra Pradesh | **April 2014**

TECHNICAL SKILLS

- Google Ads
- Google Analytics
- Microsoft Excel (Advanced)
- Microsoft Presentation (PPT)
- Google Tag Manager
- Google Ads Editor
- Facebook/Meta Ad

INTERESTS

Travel | Music | Sports | Movies