

CHINNA RAJU. G

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3 Years of Experience as a Paid Media Analyst

PROFESSIONAL SUMMARY

- Over **3** years of experience as a Paid Media Analyst.
- Working experience on Ad words Editor.
- Exceptional experience in developing advertising campaigns.
- Keyword Research by using keyword planner.
- Familiarity with Google Ads , CM360.
- Ability to forecast project spending pattern.
- Proficient with Microsoft Word, Excel and Power Point platforms.
- Ability to identify high value keywords for organic search opportunity.
- Monitoring results and Analyse key Website metrics.
- Optimizing the campaigns to get better conversion rate.
- Ability to provide recommendations and strategies for PPC campaign improvement.

WORK EXPERIENCE

Working with **Nabha solutions Pvt Ltd. as a Paid media Analyst** from Dec 2021 to Aug 2024.

Working With **Genisys Group. as a Media Campaign Specialist** From Aug 2024 to March 2025.

EDUCATION

B Tech in Electronics And Communication Engineering from TECH Engineering College.

TECHNICAL SKILLS

- Search, Display and Video Networks, GTM .
- Search Engine Marketing.
- Google Ads .
- MS Office and Google Docs.
- Cm360

FUNCTIONAL SKILLS

- Creating quality and compelling ad copies with targeting keywords.
 - Day to day work comprising of monitoring keywords and campaigns performance.
 - Working experience in search and display networks and Video Networks.
 - Monitoring the campaigns to analyse key metrics and optimizing to get better conversion rate.
 - Upload creatives, set targeting criteria, and run ad campaigns .
 - Measure campaign performance by reporting on metrics like impressions, clicks, conversions, and ad spend .
- Check that ads are serving correctly and delivering quality results

ROLES & RESPONSIBILITIES

- Improving the keyword relevancy to the ad and landing page so as to increase CTR and Quality score.
- Analyzing client's website and building up a strategy that drives MAXIMUM ROAS to the business.
- Monitoring performance indicators – CTR, quality score and Conversions.
- Writing effective and creative ads which improve the click through rate.
- Identifying the potential and non-potential keywords based on search terms report.
- Knowledge on ad extensions which helps to increase Adrank.
- Optimizing the campaigns to get better conversion rate.
- Creating, Managing & Monitoring of Google Ads .
- Working on Keyword Match Types.
- Analyzing the best Bidding Strategies for Campaigns.
- Interacting With clients on Regular basis weekly calls.
- Working of Reports for the clients and explaining the same to client on calls.
- Identifying the Negative keywords and putting into Negative list.
- Creation of Campaigns by using Ad words Editor.
- Mostly working on Lead Generation, Brand Awareness, traffic, Video views Etc as an Objective.
- Working With Domestic and International Clients.
- Creating comprehensive campaign plans including budget allocation, timelines, and key performance indicators (KPIs).
- Setting up campaigns within Campaign Manager 360, including ad creatives, targeting parameters, and delivery settings.

DECLARATION

I am here by declaring that the information provided above is true to the best of my knowledge.
Chinna Raju .G