



SUMMARY

Results-driven PPC Ads Executive with 3 years of experience managing Google Ads and Amazon Ads campaigns. Proven ability to strategize and execute high-performing campaigns with a consistent ROAS of 3X-5X for E-commerce brands. Expertise in keyword research, account auditing, ad copy creation, bid management, and budget optimization. Skilled in generating high-quality leads with low CPA across sectors such as plumbing, home décor, hotel industry, educational courses, legal services, car services, and digital marketing. Experienced in managing daily ad budgets of \$5,000-\$10,000, improving ROI, reducing CPA, and enhancing CTR while addressing client queries and concerns. Additionally, lead and mentor a small team of 2-3 members, providing training on campaign setup, optimization, and performance analysis while ensuring smooth execution of client strategies.

SKILLS

- Google & Bing Ads
- Amazon Ads
- Spyfu, SEMRush
- Google Analytics, Google Tag Manager
- Google Business Profile
- Google Looker Studio
- Google Merchant Center
- Advanced Excel

CORE COMPETENCIES

- Campaign Strategy & Optimization: Designing and optimizing PPC campaigns to drive better performance.
- E-commerce Advertising: Managing Google Ads and Amazon Ads campaigns for E-commerce brands.
- Lead Generation: Generating high-quality leads with a focus on low cost-per-acquisition (CPA).
- Team Leadership & Training: Managing and mentoring a team of 2-3 PPC executives, providing hands-on training in campaign setup, optimization, and performance analysis.
- Data Analysis: Leveraging tools like Google Analytics and Looker Studio for performance's insights and optimizations.
- Cross-Platform Campaign Management

CERTIFICATIONS

- Facebook Business Manager by Great Learning Academy
- Google Analytics by Google
- Fundamentals of Digital Marketing by Google
- PPC Fundamentals Course by SEMRUSH

LANGUAGES KNOWN

- Hindi
- English

PROFESSIONAL EXPERIENCE

PPC Executive

India Infotech Pvt. Ltd | Oct 2023 - Present

- Campaign Strategy & Setup: Develop tailored strategies, perform keyword research, competitor analysis, audience creation, and write ad copies for both Google and Amazon Ads.
- Conversion Tracking & Data Analysis: Set up conversion tracking using Google Analytics, Google Tag Manager, and other tools; analyze data to optimize performance.
- Feed Optimization: Manage and optimize product feeds, including supplementary feeds, for Google Merchant Center.
- Bid Management & Budgeting: Handle bid management, budget allocation, and A/B testing to refine campaigns and improve ROI.
- Reporting & Insights: Generate reports using Looker Studio and GA4, providing actionable insights to clients.
- Client Communication & Strategy: Maintain regular communication with clients, providing performance updates and strategic recommendations.
- Website Optimization: Suggest improvements for website speed, navigation, and user experience to boost conversions.

PPC Executive

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- Campaign Setup & Optimization: Set up and optimize campaigns on Google and Amazon, including keyword research, audience targeting, and ad copywriting.
- Reporting: Generate detailed performance reports using tools like Looker Studio and GA4 to track and optimize campaign results.
- Client Communication: Respond to and resolve client queries about campaign performance and strategy.

EDUCATION

Bachelor of Business Administration (B.B.A.)
Devi Ahilya Vishwavidyalaya (DAVV) • 2019 - 2022

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.