

PPC Expert with 2 Years of Experience

Professional Experience:

PPC Expert: Oct 2018 - Present

- Perform daily account management and of pay per click accounts on Google AdWords and other search platforms for a variety of clients.
- Launch and optimize various PPC campaigns.
- Hands on experience on paid social like Facebook, Instagram etc.
- Plan and create SEM/GDN campaigns adhering to best practices. Undertake activities such as keyword research, keyword categorization, writing ad copies, identifying optimum landing page, and campaign mapping.
- Keep pace with search engine and PPC industry trends and developments.
- Perform competitor analysis and landing page optimization and reducing the risk of click fraud.
- Generating and expanding keywords lists, drafting ad copy.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Setup and execution of Instagram and Facebook Paid Campaigns.
- Daily Account management and reporting of pay per click accounts on Google AdWords.
- Negative keyword selection & implementation into campaigns & Ad Groups.
- Campaign Performance reporting and problem identification both through Google Analytics & Adwords.
- Optimize and conversion tracking for all paid ad campaigns.

Digital Marketing Executive: April 2017 – Sep 2018

- Create and Maintain Google Ad-words Campaign.
- Manage PPC campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Track, report and analyze website analytics and PPC initiatives and campaigns.
- Run Facebook ads and Instagram ads for lead generation and website traffic.
- Perform site analysis, keyword research and mapping, and assess link building opportunities, competitor SEO research
- Create SEO Audit Report.
- Prepare analytics and ranking reports and present to clients and management.
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- Monitor campaign results and create reports detailing campaign performance.
- Boost the quality and effectiveness of PPC campaigns by using advanced techniques to gain more high-quality visitors, raising Quality Score while lowering costs.

SEO Executive: Sep 2016 – March 2015

- Creating Off site high quality back links.
- Working with the development team to analyze site code and provide recommendations based on SEO best practices.
- Using programs such as google analytics to compile regular performance reports.
- Perform ongoing keyword discovery, expansion and optimization.
- Review and analyze company website for areas that need to be detailed or improved.

Projects:-

I have optimized and run PPC campaigns for the following websites and got higher Search Engine Position for many keywords in most of the major Search Engine such as Google. The details are as follows:-

<https://cyberthumnoida140.in/>

<https://www.atskabana.in/>

<https://www.atspious.com/>

<http://alphathumindia.com/>

<http://www.galaxybluesapphirenoida.in/>

<http://www.mansarovarpark.in/>

<http://www.shrisaiheritage.com/>