

ASHOK G

(SEM Specialist)

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OBJECTIVE:

As an accomplished SEM Specialist with 4.5 years of experience driving successful campaigns across various platforms such as Google Ads, Microsoft Ads, LinkedIn Ads, Google Analytics, Google Tag Manager, Google Ads Editor and Looker Studio, I am highly motivated to take on new challenges. I am seeking an exciting role where I can leverage my digital marketing expertise to contribute to the growth and success of a business.

PROFESSIONAL EXPERIENCE:

- Working for **Unigage (CureJoy Media Pvt Ltd)** as **SEM Specialist** from May 2022 to May 2023
- Working for **Spring Source Technologies Pvt Ltd** as **PPC Analyst** from January 2019 to May 2022.

TECHNICAL SKILLS:

- Expertise In Managing and Optimizing Google Ads, Microsoft Ads, And LinkedIn Ads Campaigns to Drive Traffic, Leads, And Conversions Value.
- Proficient In Using Google Analytics to Track Website Performance, User Behavior, And Conversion Data to Improve Campaign Performance
- Skilled In Implementing and Managing Google Tag Manager to Track User Behavior and Set Up Conversion Tracking
- Familiarity With Looker (Data) Studio to Analyze and Report on Campaign Performance, Identify Areas Of Improvement, And Implement Solutions
- Experience In Using Google Ads Editor to Create and Manage Large-scale Campaigns, Ad Groups, Keywords and Ads
- Ability To Manage Multiple Campaigns Simultaneously While Meeting Deadlines and Achieving Targets

RESPONSIBILITIES:

- Manage and Optimize Campaigns to Achieve Maximum Roi, Including Keyword Research, Ad Creation, Targeting, and Bidding Strategies
- Collaborate With Cross-functional Teams, Including Designers, Developers, and Copywriters, to Develop Effective Ad Creative and Landing Pages
- Stay Up-to-date With Industry Trends and Best Practices in Digital Marketing and Incorporate Them Into the Marketing Strategy
- Manage Budgets and Adjust Bidding Strategies to Achieve Campaign Goals Within Allocated Budgets
- Ensure Campaigns Are Compliant With Advertising Policies and Regulations.
- Conducted Website Audits and Provided Recommendations for Landing Page Optimization
- Conducted Regular A/B Testing and Analysis of Ad Copy, Landing Pages, and Targeting to Improve Campaign Performance.

EDUCATION AND CERTIFICATIONS:

- B. Tech from JNTU Anantapur
- Google Ads Search, Display, Video, Shopping, App Certified.
- Microsoft Advertising Search, Shopping, Native & Display Certified.
- LinkedIn Marketing Fundamentals Certified.
- Google Analytics, Tag Manager Certified.
- HubSpot Academy Digital Marketing Certified.
- Knowledge on Meta Ads, Wordpress, Zoho CRM, Microsoft Clarity.

PERSONAL SKILLS:

- Good Communication Skills
- Quick Learner and Adaptable to Any Conditions.
- Good Team Player

PERSONAL DETAILS:

Name	:	Ashok G
Gender	:	Male
Date of Birth	:	16-07-1995
Languages Known	:	English, Hindi, Telugu
Marital Status	:	Single
Nationality	:	Indian