

Akhil Chinta

Hyderabad, India — +91 95534 25673 — chakhil220@gmail.com — linkedin.com/in/akhil-chinta

Profile

Certified Performance Marketing Specialist with hands-on experience in YouTube SEO, Google Ads, Meta Ads, and ROI-driven campaign optimization. GA4 and Google Ads Measurement certified with a strong analytics foundation. Former Wipro data analyst with strong technical expertise in performance tracking and optimization.

Experience

Performance Marketing Manager — PS Tushar Food

Dec 2024 – Present

Remote

- Driving YouTube growth using SEO, CVR, retention analytics, and watch-time optimization
- Managing Google Ads and Meta Ads for video, traffic, and Retargeting campaigns
- Maintenance of website, blogs, branded content, and landing page optimization
- Analyze Creator Studio metrics to improve CTR, engagement, and audience retention
- Conducting competitor, keyword, and audience research for channel scaling

Project Engineer (Data Analyst) — Wipro Limited

Mar 2022 – Nov 2024

Hyderabad, India

- Automated dashboards built using Python, SQL, Power BI, and Tableau for reporting
- Analyzed operational datasets to deliver actionable business performance insights
- Improved reporting accuracy, data reliability, and workflow automation

Education

Bharath Institute of Higher Education and Research

B.Tech in Computer Science and Engineering

CGPA: 7.2

2021

Sri Chaitanya Junior College

MPC

GPA: 8.0

2017

Bhashyam Public School

Class X

GPA: 9.0

2015

Certifications

- Google Analytics 4 (GA4)
- Google Ads Measurement
- Google Ads Search
- Google Ads Video
- HubSpot Digital Marketing

Skills

Performance Marketing: Google Ads, Meta Ads, YouTube SEO, Campaign Optimization, Retargeting

Analytics: GA4, Creator Studio, Conversion Tracking, KPI Reporting

Data Tools: Python, SQL, Power BI, Tableau

Other: Website Management, Communication, Strategy, Problem Solving