

Akhil Chinta

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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
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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
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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