



SANAL JOHN

PAID MEDIA SPECIALIST

PROFILE

Experienced Strategist with a demonstrated history of working in the Digital Marketing and advertising industry. Strong business development professional skilled in Search Engine Marketing (SEM), Google Ads, Analytics, Tag Manager, Merchant Center, Facebook Ads and Adobe Photoshop.

PROFESSIONAL SKILLS

Google Ads
Facebook Ads
Google Analytics
Facebook Analytics
Google Tag Manager
Google Merchant Center
SnapChat Ads
Social media Marketing
Project management
Photoshop
HTML
M/S Office

PERSONAL SKILLS

Creative spirit
Reliable and Professional
Organized
Time Management
Team Player
Fast Learner
Motivated

CONTACT

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SOCIAL

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WORK EXPERIENCE

SR. PAID MEDIA SPECIALIST

GMI Interactive | April 2019 - Present

- Perform daily account management and of pay per click accounts on Facebook, Google Ads, SnapChat and LinkedIn.
- Provide recommendations and execute strategies & opportunities, campaign structuring & targeting of paid search in accordance with client.
- Selecting, configuring and implementing analytics solutions.

SR. PAID MEDIA SPECIALIST

TechWyse Internet Marketing | Aug 2016 - April 2019

- Perform daily account management and of pay per click accounts on Facebook, Google Ads, Bing for a variety of clients.
- Provide recommendations and execute strategies & opportunities, campaign structuring & targeting of paid search in accordance with client

DIGITAL MARKETING ANALYST

Phenomtech Solutions Pvt. Ltd. | Mar 2015 - July 2016

- Developed a social media strategy to increase the following of the company website
- Performed several off-page/on-page activities which include social media activities and generated back links

EDUCATION

BACHELOR OF TECHNOLOGY - INFORMATION TECHNOLOGY

Anna University, Chennai | 2009 - 2013

REFERENCES

CHANDU THOMAS
PPC Manager,
TechWyse IT Solutions,
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