

Piyush Chandak

Address:

C-10, Sola Mrudul Park 2, Sattadhar Chowk
Ahmedabad, Gujarat-380061

Mobile No: 830899037**Email Id:** chandakpiyush2@gmail.com

Professional Summary:

Search Engine Marketing (SEM) professional with a year of experience in analytics, keyword research, paid search strategy, remarketing strategies, performance monitoring and optimization.

Skills:

- Expertise on platforms - Google Ads, Bing Ads, Facebook Ads, LinkedIn Ads.
- Search Marketing Strategy.
- Campaign Management.
- Performance Monitoring.
- Bid and Budget management.
- Proficient with MS PowerPoint Excel and Word
- Strong Interpersonal Skills.
- Strong analytical skills.

Work Experience:**Jr. SEM Executive, 23/10/2017 to Current****Ensign Business Solution - Webby Monks****Ahmedabad, Gujarat.**

Managed account for Australia, US and UK clients.

- Defining SEM campaign strategy according to the client requirements and website niche.
- Tracking, reporting and analyzing website analytics, pay-per-click (PPC) initiatives and campaigns.
- Identify optimization opportunities and perform sizing analysis to assess the incremental audience, revenue, contribution margin and other potential impacts to core KPIs
- Managing campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Creating insightful SEM Audits for discovering the improvement of PPC accounts which also includes strategies of execution.
- Experience in handling successful campaigns across multiple industries including Real Estate, Insurance, Law etc.
- Creating SEM Reports on Weekly, Monthly and Quarterly basis.
- I was always involved in client communication to understand the requirement and offering solutions and support.

Achievements:

- Made it to the senior team member within 8 months and was allotted team for projects.
- Honored with employee of the month title "Enstar" for Commitment of successful results of the projects.

Certifications:

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Shopping Certification

Education:

Bachelor's in Information Technology in 2017 with 60% from St. Vincent Pallotti College of Engineering and Technology, R.T.M.N.U, Nagpur.

Personal Information:

Name:	Piyush Chandak
Father's Name:	Nandkishor Chandak
D.O.B:	17 th March 1995
Permanent Address:	102, Anushree Apt, Mangilal plot, Camp road, Amravati - 444602
Nationality:	Indian
Marital Status	Single
Languages Known:	Hindi, English, Marathi
Hobbies:	Listening to Music, Watching Series & Movies.

I hereby affirm that the above information is true to the best of my knowledge and understanding.

Place: - Ahmedabad

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