

# AVINASH ROY

Digital Marketing Executive

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## SUMMARY

Dynamic Digital Marketing Specialist with 3 years of proven expertise in PPC, SEO, and SEM. Adept at crafting high-converting, data-driven campaigns across Google Ads, Bing Ads, Facebook, and LinkedIn Ads to drive sales and lead generation. Skilled in leveraging GA4, Google Tag Manager, Google Merchant Center, HubSpot, and Looker Studio for insightful reporting and optimized ROI. Proficient in multiple e-commerce and CMS platforms—including WordPress, Magento, BigCommerce, WooCommerce, and Drupal—combining creative and analytical skills to deliver measurable success. Passionate about applying innovative strategies, embracing emerging digital trends, and contributing to impactful marketing outcomes in a forward-thinking environment.

## SKILLS

Google Ads,Bing Microsoft) Ads,Google Analytics GA4 ,Google Tag Manager,Google Search Console,Google Merchant Center, SEO Audit,PPC Audit,PPC Campaign Management,GTM & GA4 Audit,SEM Strategy,E-commerce Marketing,HubSpot, Meta Ads,LinkedIn Ads,Search Engine Optimisation,Keyword Research,SEMrush,Screaming Frog,Content Planning, Team Management,Project Management,Task Prioritization,Sprint Planning,Client Relationship Management, Workflow Optimisation,JIRA and Asana,Time Management,Cross-Functional Collaboration,Communication and Leadership

## EXPERIENCE

### Digital Marketing Executive

03/2022 Present

#### KPENTERPRISES

- Plan, create, and continuously optimize pay-per-click PPC campaigns across Google Ads and Bing Ads to achieve specific objectives, including lead generation, sales growth, and improved return on ad spend ROAS . Regularly monitor performance metrics such as CTR, CPC, and conversion rates to ensure efficiency and scalability.
- Implement Google Tag Manager GTM and Google Analytics GA4 for robust tracking and reporting. Configure enhanced conversion tracking and custom events to gain more in-depth insights into user behavior and campaign impact across various touchpoints.
- Set up and maintain the Google Merchant Center, ensuring compliance with policies and standards. Optimize product feeds by improving titles, descriptions, and attributes to maximize visibility in Google Shopping ads.
- Conduct regular audits and improvements on two websites, addressing issues such as page load speed, mobile responsiveness, metadata optimisation, and schema markup implementation. Use tools like Screaming Frog, SEMrush, and Google Search Console to identify and fix technical SEO challenges.
- Develop and manage a content calendar, aligning topics with SEO and user intent goals. Write and optimize high-quality content for websites, landing pages, and blogs to improve organic search rankings and enhance user engagement.
- Utilize Google Looker Studio (formerly Google Data Studio) to create detailed weekly and monthly SEO and PPC reports. Analyze data trends, identify areas for improvement, and provide actionable insights to stakeholders to inform strategy.
- Regularly analyze competitor strategies and market trends to identify opportunities for differentiation and campaign optimisation. Leverage insights to refine targeting, messaging, and bidding strategies.
- Conduct A/B tests on ad creatives, landing pages, and bidding strategies to identify high-performing elements and maximize campaign performance. Document results and apply learnings to future initiatives.
- Conduct regular reviews of campaign performance with stakeholders, delivering actionable insights and tailored recommendations for optimisation. Develop comprehensive daily and weekly SEO and PPC performance reports to support strategic decision-making and drive continuous improvement.

## EDUCATION

### B.Tech (Computer Science and Engineering )

West Bengal University of Technology, GPA 6.83/10

Durgapur, West Bengal, India

08/2009 07/2013

## LANGUAGES

English (Proficient)

Hindi (Native)

## KEY ACHIEVEMENTS

### Delivered 2200% ROAS on Shopping Campaigns

Received acclaim for an innovative shopping campaign that generated 2200% ROAS.

### Slashed GTM/GA4 Setup Time by 80%

Reduced GTM/GA4 setup time from 40 to 7 hours, speeding up project turnaround.

### Remarketing Strategy Overhaul

Redesigned a client's remarketing strategy, witnessing a 60% improvement in ad recall and 10% increase in conversions.

**INTERESTS**

**SEM Industry Trends**

Keen on researching and applying the latest trends in search engine marketing to drive performance.

**Continuous Learning**

Always seeking new knowledge, enrolling in courses and certifications to stay ahead in the digital marketing field.

**Travel**

Passionate about the various cultures and insights gained through travel.

**INDUSTRY EXPERTISE**

**B2B IT Services**

**B2B - Industrial Equipment and Machinery**

**B2B SAAS**

**eCommerce - Electronics and Gadgets**

**B2B Manufacturing**

**eCommerce - Books and Stationery**