



Anandita Bharati
Digital Media Senior Associate- Google
Search Ads

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9 Years 6 Months of
experience

PROFILE SUMMARY

With over 9+ years of extensive experience, I am a seasoned digital marketer with a proven track record of successful project execution. Proficient in a wide range of areas including SEO (On-Page, Off Page, Technical), SEM rush, Google Search Console, Google Analytics, Landing page optimization, Google Ads, content marketing, and UI/UX utilizing Figma. I have effectively managed 450+ international projects and demonstrated expertise in generating and delivering prompts to Gemini AI for Google Ads, while ensuring quality and relevance. My skills and experience make me a valuable asset in driving digital marketing success and Generative AI (Prompt engineering).

WORK EXPERIENCE

Digital Media Senior Associate- Google Search Ads

Google Operations Center

06-2022 - Present

- Generated and delivered prompts to Gemini AI for Google Ads, assessing the responses for quality and relevance. (Pilot Project)
- Collaborated with category teams and engineering team to develop and execute SEO strategies aligned with business objectives.
- Oversaw on-page optimization efforts, including meta tags, content optimization, and internal linking structure, resulting in improved search engine rankings and user experience.

KEY SKILLS

- Generative AI
- Prompt Engineering
- Google Analytics
- Digital Marketing
- Google Ads
- Keyword Research
- Keyword Analysis
- Keyword Planner
- Social Media Optimization
- Website Analysis
- Technical SEO
- On-Page Optimization
- Off-Page Optimization
- ORM
- Brand Management
- Content Management
- Content Marketing
- CMS
- Product Management
- Optimization Techniques
- Technical Audits
- Site Speed
- Google Search Console
- Internal Linking
- Link Building
- Performance Monitoring
- Content Strategy
- SEO Strategy Development
- Blog Optimization

-Conducted thorough keyword research to identify high-value opportunities for organic traffic growth, analyzed keyword performance metrics and competition, and optimized content to drive targeted traffic.

-Monitored website performance and conducted regular technical audits to identify and resolve issues affecting crawlability, indexing, and site speed, 404 error, Broken links, collaborating closely with the development team to implement technical SEO best practices.

- Leveraged data insights to optimize campaign performance and inform future strategies.

- Implemented Google Ads- Search Ads, Local & Performance max Ads, Smart Campaign, Optimization, and External Article Optimization on Google Portal.

- Successfully resolved troubleshooting and issues, ensuring seamless campaign operations.

- Provided support to top-tier account management to Tier-1 advertisers and agencies.

- Collaborated with internal stakeholders to resolve technical issues and drive process improvements, serving as the voice of the customer for product teams.

- Conducted ongoing performance tracking against client objectives and delivered comprehensive campaign insights and reports.

- Prepared and presented client campaign and account reviews, highlighting performance, learnings, and recommendations.

Digital Marketing - SEO SMO and PPC

Info Icon Technologies

01-2015 - 06-2022

- Managed a team of 5 members to successfully deliver over 50 engagements annually.

- Implemented On-Page SEO strategies, such as Meta Tags, HTML code, XML sitemaps, Alt Tag, H1 tags, Schema tags, and website architecture, SEO friendly URL, aligning them with search engine

Bing Webmaster Tool



CERTIFICATION



Google Adwords



Google Business



Google Analytics



Introduction to Generative AI



Introduction to Large Language Models



Introduction to Artificial Intelligence (AI)



LANGUAGES

Hindi

English



SOCIAL LINKS

<https://www.linkedin.com/in/anandita-bharati-b2416657/>

guidelines.

- Setup Bing and GSC webmaster tools.

- Fixed duplicate, missing and truncate title tags.

- Managed off-page SEO activities such as link building, and partnerships to enhance domain authority and backlink profile to increase referral traffic.

- Monitored and evaluated search performance across major search engines (Google and Bing) to enhance visibility and reach.

- Provided comprehensive analysis and reporting on the performance of digital marketing campaigns.

- Tracked key SEO performance metrics using analytics tools such as Google Analytics, Google Search Console, and SEO platforms, generated regular reports to evaluate the effectiveness of SEO initiatives, and identified areas for improvement.

- Collaborated with content creators to develop SEO-friendly content that resonated with the target audience, optimized existing content, and identified opportunities for new content creation to address user intent and improve search rankings.

- Developed and executed cutting-edge, ethical digital marketing strategies to stay ahead in the competitive landscape.

- Collaborated with cross-functional teams to create impactful landing pages and improve overall user experience.

- Evaluated end-to-end customer experience across multiple channels and touchpoints to drive improved business outcomes.

- Led the design and implementation of website, catalogue management, content, and promotions, leveraging analytics for valuable insights.

- Engaged with customers to align digital marketing efforts with their strategic goals, ensuring high satisfaction and retention.

- Conducted thorough market research to develop comprehensive lists of potential keywords and phrases for targeting.

- Worked closely with other departments, including marketing, product, and IT, to

ensure SEO requirements were integrated into all aspects of website development, marketing campaigns, and product launches, resulting in improved cross-functional collaboration and alignment of SEO goals with overall business objectives.

- Spearheaded Social Media Marketing (SMM) and Social Media Optimization (SMO) for multiple projects, resulting in increased brand visibility and engagement.

- Oversaw all online/web, SEO/SEM, marketing database, social media projects.

- Setup and optimized Google Business Profiles for businesses.



EDUCATION

MBA/PGDM - Marketing

2023

Institute of Management Technology (IMT), Ghaziabad

Grade - 5.62/10

B.Tech/B.E. - Computers

2013

Punjab Technical University (PTU)

Grade - 71%