



NIKKHIEL DHOKALE

PPC Manager

PERSONAL BACKGROUND

I am a digital native and a champion of pay per click tools and technologies, with a track record of creating and implementing successful pay per click campaigns.

PROFESSIONAL SUMMARY

- Experienced PPC Manager with over 3+ years of experience in PPC Marketing.
- Excellent reputation for implementing Pay Per Click media strategies for clients, improving customer satisfaction, and driving overall goals and success of client campaigns.
- Consistently saved costs while increasing profits.
- Multi-talented PPC Manager consistently rewarded for success in planning & implementing perfect strategies.
- Experience in team handling and positively impacting overall morale and productivity.

GET IN TOUCH WITH ME

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Email: nikkhielhokale@gmail.com

WORK EXPERIENCE

PPC Manager

Matruj Ayurveda Pharmacy Pvt. Ltd. | Aug 2019 - Till Now

- Execute, manage and optimize paid digital campaigns across a variety of platforms.
- Complete responsibility of Google and Facebook ads.
- End to end campaign management (From forecasting to executing, monitoring, evaluating and optimizing campaign performance to generate maximum leads)
- Conduct keyword research and optimize the campaigns regularly for improving the performance.
- Analyse and report performance of all marketing campaigns, against goals..
- Work closely and communicate with the team members and management to meet client goals, project development, timelines, and results.
- Implement Pay Per Click media strategies.
- Keep pace with search engine and PPC industry trends and developments.

PPC Manager

Digital Yuga | Mar 2018 - Aug 2019

- Manage, review, and perform daily account responsibilities associated with Google Ads.
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Manage the creation of large keyword lists.
- Provide creative copy suggestions.
- Manage Display network placement lists on Ads and through other contextual advertising platforms.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Provide oversight and manage new paid search campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives.
- Provide oversight, manage, and be able to generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Keep pace with PPC industry trends and developments.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with client goals.
- Communication to team and management on project development, timelines, client goals and results.
- Perform research on current benchmark social media trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives.
- Suggest and implement new features to develop brand awareness.
- Stay up-to-date with current technologies and trends in social media, design tools and applications

WORK EXPERIENCE

PPC Executive

Digital Yuga | Apr 2017 - Mar 2018

- Plan, optimize, implement and manage paid search campaigns for a variety of clients
- Ensure PPC campaigns are up and optimized according to brief and best practice guidelines
- Develop near and long-time paid search strategies and campaigns for clients
- Manage medium to large-sized PPC budgets
- Perform keyword research and manage all bid management
- Work with the PPC Manager to ensure all paid search activity falls in line with the larger search marketing and digital marketing strategy
- Keep up to date with the latest industry trends
- Analyze activity and performance of all paid search campaigns and report findings back to the PPC Manager
- Oversee all company social media accounts management
- Audit and analyze social media presences, including digital advertising costs and returns
- Work with other departments to develop social media ad campaigns.
- Monitor competitor activity within social media spaces

Sales and Marketing Executive

Glowtech Signages | Jan 2019 - Mar 2017

- Identify business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sell products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintain relationships with clients by providing support, information, and guidance; researching and recommending new opportunities;
- Identify product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Prepare reports by collecting, analyzing, and summarizing information.
- Maintain quality service by establishing and enforcing organization standards.
- Maintain professional and technical knowledge through internet; establishing personal networks; bench marking state-of-the-art practices; participating in professional societies.
- Contribute to team effort by accomplishing related results as needed.

EDUCATION

Bachelor of Arts

Savitribai Phule Pune University, Pune, MH

2014

Hotel Management

MIHM, Mumbai, MH

2009-10

CERTIFICATIONS

- Digital Marketing Certification by Digital Trainee- (2018)
- Google Ads Search- Completion ID: 32225731- (May 2019-May 2022)
- Google Ads Display- Completion ID: 32217264- (May 2019-May 2022)
- Google Ads Video- Completion ID: 32332009- (May 2019-May 2022)
- Google Ads Fundamentals- Completion ID: 21634680- (May 2019-May 2022)
- Google Analytics (May 2019-May 2022)
- Google Digital Sales Certification- Completion ID: 32216024- (May 2019-May 2020)
- MS-CIT (2017)

TOOLS USED

Google Tag Manager
Google UTM Builder
Google Keyword Planner
Google Analytics
Google Search Console
Google Trends
Google Data Studio
Google Ads Editor
Ubersuggest
Audience Manager
Ad Preview and Diagnosis
K- Meta
Similar Web
SemRush
Seoptimer
Seoquake
Colorzilla
Onlinepngtools
Canva
Bigspy
Facebook Audience Insights
Facebook Analytics
Clickfunnels
Crazyegg
Buzzsumo
MozBar

VOLUNTEER CONTRIBUTION

- Core Member of Let's Recognize our Heroes Social Group
- Coordinator of Ek Mutthi Anaaj Social Movement

HOBBIES

- To travel to explore new things
- Reading
- Cooking
- Listening to music
- Social Activities