



Pradeep Kumar Gupta

PPC Analyst

Detail Portfolio : – <https://bit.ly/3X4m6SY>

About Me

- Working As Assistant Team Leader (Google Ads)
- 3+ Yrs. PPC Experience (E-commerce Domain)
- Managing \$10 Million Monthly Budget
- Direct Client Handling
- Hands On Experience in Campaign Structuring, Mailing & Reporting.

Professional Experience

ROI Minds | Sr. PPC Analyst March 2022 – Present

Key responsibilities:

- Making Marketing Plan (Media Plan)
- Design Easy to Understand & Manageable Structuring
- Design Customer Persona
- Design Step-by-Step Plan for Marketing
- Setup All GTM / Analytics Tracing
- Finalize Reporting KPI For Self & Client Both
- Allotting Work to Team
- Routing Check-Up for Progress
- Scheduling Client Call Meetings – Weekly / Monthly
- All Client Mail Reply

GroSoft Solutions | PPC Analyst March 2021 – March 2022

Key responsibilities:

- Google Ads / Facebook Ads Campaign Creating
- Daily Review and Optimization Campaigns

BIOAYURVEDA | PPC Executive Jan 2020 – Feb 2021

Key responsibilities:

- Creating & Managing Google Ads Campaign
- Google Ads Keyword Research
- Routing Campaign Optimization
- Creating Re-Marketing Campaigns
- A/B Testing to Find Best Performing
- Weekly/Monthly Sending Client Report

M S WebTechnology | PPC Intern Jan 2019 – Dec 2019

Achievements

2019 – 2022 Score Google Ads All Certification



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My Contact

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📍 Loknayakpuram (Bakkarwala)

🌐 [linkedin.com/in/ppcpradeepdel/](https://www.linkedin.com/in/ppcpradeepdel/)

Skill

- Google Ads
- Google ads Editor
- GTM
- Google Analytics
- MS Excel
- Facebook Ads

Language

- Hindi
- English
- Punjabi

Education Background

● Bachelor In Commerce

University of Delhi

● Higher Secondary School (12th)

Central Board of Secondary Education

● Secondary School (10th)

Central Board of Secondary Education