



NIÑO RICARDO S. OLARITA

EXPERIENCE

October 2019 – March 2020

Google Ads Specialist • Google Ads Manager • Import Car Specialists

- Managed the day-to-day operations of Google Ads accounts, including account setup and optimization.
- Created reports for management on key metrics such as revenue generated by each client and campaign performance.

May 2020 – February 2021

Google Ads Specialist • Manage PPC Account • ArborPro

- Conducted keyword research and monitored performance of search terms on Google Ads for optimal results.
- Managed PPC account budgets while ensuring that they remained within budget guidelines.
- Created weekly reports detailing campaign progress and sent them to management for review.

January 2022 – Present

Google Ads Specialist • Google Ads/PPC Management • Chimney masters

- Monitored, analyzed and reported on campaign performance on a daily basis, making recommendations for optimization based on findings.
- Conducted ongoing keyword research and expansion, as well as negative keyword discovery, to continually improve campaign reach and performance.
- Utilized bid management tools to make recommendations on keyword bidding to maximize ROI.



Cagayan de Oro City
Misamis Oriental Philippines
9000



09673911774



olarita.ninoricardoo@gmail.com

Tools:

Google Keyword Planner,
Keywords everywhere, Key W
finder, SEMrush, Google tag
Manager, Google analytics, Google
Trends, and other google products.

Skills

Industry Knowledge: Search Engine Marketing, Google Ads, Google Analytics, Optimization, Google tag manager, Google search console, Google trends, and other Google products.

Technical Skills: Google AdWords, Google Analytics, Google Search Console, Google Sheets, Google Slides, Google Docs, Gmail

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Congratulations!



Google Ads Search Certification

Completed by NiñoRicardo Olarita on November 25, 2023

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Completion ID: 233072751 Expires: November 25, 2024



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Congratulations!



Google Ads - Measurement Certification

Completed by NiñoRicardo Olarita on November 24, 2023

Google recognizes your mastery of the fundamentals of measuring and optimizing your Google Ads performance.

Completion ID: 232705683 Expires: November 24, 2024



