

# MEDA PRANEETH REDDY

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## SUMMARY

Experienced Digital Marketing Specialist & Data Enthusiast studying Masters in Digital Marketing & Data Science at EMLyon Business School. Seeking a data-driven marketing position to utilize my skills in Paid Marketing & Data Visualization.

## HIGHLIGHTS

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- 2.5 Years of experience working in Digital Marketing Industry
- Increased orders by 40% for an e-commerce site (gifting industry) in 6 months through optimization and analysis across platforms.
- Generated ROAS of 6000% for an educational institution (Fashion and Architecture).
- Worked on Real Estate, FMCG, Hospitality, Advertising, Automotive, E-commerce, Health and IT Industries.

## EXPERIENCE

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### Paid Campaign Executive

8Views

July 2017 - August 2019, India

- Working on PPC platforms (Google Ads, Facebook Ads, LinkedIn, Amazon etc.).
- Creating, implementing, tracking, analysing and optimizing the campaigns in the above platforms.
- Launch, manage, and monitor PPC accounts and taking management of client's projects.
- **Clients:** Novotel, Nissan, Volvo, Ozone group and The Address Maker handling budget over \$150,000 per month

### SEO Executive

Freelance

January 2017 - April 2017, India

- SEO Optimization (backlinks building, on-site SEO), decreased website loading time by making site mobile friendly.
- Recovered a site from Google Algorithmic Penalty to rank better.
- Suggested content to increase relevancy of the keywords using tools like ahrefs, semrush etc.

## EDUCATION

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### Masters in Digital Marketing and Data Science

Minor in Programmatic Advertising and Data Visualization • Emlyon Business School, Paris • 2020

### Bachelors in Computer Science

Minor in Digital Marketing and Programming • Lovely Professional University • India • 2017

## CERTIFICATIONS

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### Digital Marketing

- Google Ads Fundamentals
- Google Ads Display
- Google Ads Shopping
- Google Ads Search
- Google Analytics – Individual & Advanced
- Google Ads Video
- Bing Ads Manager
- Google Data Studio

### Data Visualization

- Tableau
- R Programming
- Python
- Google Spreadsheets