

ASHWINI PADIDALA

Email: ashwini.padidala@gmail.com

Phone: +91-9502084371

CAREER OBJECTIVE:

To work in a challenging environment that promises growth as well as opportunity to learn more and to shoulder responsibilities effectively and contribute towards the growth of organization with skills I have possess and developed.

CAREER PROFILE:

- Internship from Digital Medha Advertising Agency from July 2023 to Present.
- Worked as an “**Senior Quality Analyst**” in Wipro Limited in client location from May 2017 to Aug 2023
- Worked as an “**Senior Analyst**” in the Content Engineering department for Global Logic Technologies Pvt Ltd (vendor for **Google** India Pvt Ltd) from May 2015 to May 2017.

ROLES & RESPONSIBILITIES

- Worked on creating **WordPress website creation** for Client websites.
- Set up the campaigns in **Social Media advertising dashboard's & Google Ads dashboard**.
- Monitor the campaign performance and make adjustments as necessary to optimize the performance.
- Create and publish social media content on regular basis.
- Design Ad creatives using designing tools like **Canva, Vista Create**.
- Measure the success of every Social Media campaign.
- Measure and report performance of all Digital Marketing Campaigns, and assess against goals (**ROI & KPI'S**).
- Develop, Implement & Manage **Social Media strategies**.
- Defining most important **social media KPI's**.
- Stay up to date with latest social media best practices & Technologies.
- Creating **Social Media calendars** that serve as a roadmap for social media activities.
- Analyze & Optimize **Pay Per Click (PPC)** Campaigns to increase ROI.
- Develop **PPC strategies** to improve online Visibility.
- Performing **competitor analysis** on to know about competitors.
- Experienced in content reviewing for both web content and mobile apps (both **Android** and **IOS**
- Worked on publisher's AdSense accounts approvals. Checking for **spam** and fraudulent activities of publishers.
- **Termination/Re-enabling** of AdSense accounts of publisher through Web Property Inspector.
- Experienced in **Quality auditing** for the team of about 25 Analysts.

ACADEMICS:

Graduated as Computer Science Engineer - JNTUH from 2010-2014.

PROFESSIONAL SKILLS:

Social Media Marketing (SMM)

Search Engine Marketing (SEM)

Google Ads

Paid Marketing (Google, Facebook, Instagram, LinkedIn)

Pay Per Click Advertising

Word Press Website Creation

Microsoft Excel, Word, PowerPoint, Google sheets

CERTIFICATIONS:

Digital Marketing Certification by Digital Medha Agency

Google Search Ads Certification

Google Display Ads Certification

Google Video Ads Certification.

Hobbies:

Listening Music doing Art works.

STRENGTHS:

- Interested in learning new things
- Adaptable nature

DECLARATION:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Ashwini Padidala

Mobile: 9502084371