

## VARUN KUMAR

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## SUMMARY

Highly skilled PPC Executive and Google Ads Expert with a strong background in managing successful campaigns across various platforms including Google Ads and Facebook Ads. Proven track record in delivering efficient and effective paid media advertising strategies, optimizing ad serving, and leveraging analytics to drive campaign improvement and ROI.

## PROFESSIONAL SKILLS

- **PPC Strategy & Management:** Proficient in developing and managing comprehensive PPC campaigns, ensuring maximum visibility and conversion.
- **Google Ads Expertise:** Extensive experience in creating, optimizing, and monitoring Google Ads campaigns for diverse industries.
- **Facebook Ads Management:** Skilled in designing and executing effective Facebook advertising strategies.
- **Ad Serving Technologies:** Knowledgeable in various ad serving tools and platforms, ensuring optimal ad placements.
- **Google Analytics:** Expert in utilizing Google Analytics for in-depth campaign analysis and insights.
- **Paid Media Advertising:** Versatile in handling different forms of paid media advertising, including display ads and retargeting.
- **Paid Social Media Advertising:** Experienced in leveraging social media platforms for paid advertising, targeting specific audiences for increased engagement.

## PROFESSIONAL EXPERIENCE : 6 YEARS OF EXPERIENCE

PPC Executive | Google Ads Specialist

Freelancer : April 2018 - Present

### Key Responsibilities:

- Developed and managed PPC campaigns on Google Ads and Facebook Ads, achieving significant improvements in CTR and conversion rates.
- Conducted keyword research, bid management, and ad copywriting to optimize campaign performance.
- Utilized Google Analytics for detailed analysis of campaign metrics, identifying trends and making data-driven decisions.
- Collaborated with cross-functional teams to align PPC strategies with overall marketing objectives.

### Projects:

- The Sole Supplier (<https://thesolesupplier.co.uk/>): Led a comprehensive Google Ads campaign, focusing on increasing website traffic and sales for the online shoe retailer.
- Speedhome (<https://speedhome.com/>): Managed a targeted PPC campaign to boost property listings and user engagement for the real estate platform.
- Gray Plumbing (<https://grayplumbing.com/>): Implemented a local PPC strategy, significantly improving lead generation for the plumbing service.
- 100 West Dental (<https://www.100westdental.com/>): Orchestrated a successful Google Ads campaign aimed at increasing patient appointments and clinic visibility.

## EDUCATION

Master of Computer Application : HP University ( March 2016 )

## CERTIFICATIONS

- Google Ads Certification
- Facebook Blueprint Certification

## PERSONAL ATTRIBUTES

- Analytical Thinker
- Detail-Oriented
- Creative Problem Solver
- Effective Communicator