
PPC Expert Resume

Job Objective

To work for your company as PPC Expert and make a positive contribution by fully utilizing my education and experience.

Highlights of Qualifications:

- Exceptional experience in developing advertising campaigns
 - Proficient with Microsoft Word, Excel and PowerPoint platforms
 - Familiarity with Search Media campaigns, Google analytics, Bing AdCenter, Facebook advertising and Google Adwords
 - Ability to forecast project spending pattern
 - Ability to work under supervision
 - Ability to identify high value keywords for organic search opportunity
 - Ability to administer advertising for social media
 - Ability to prepare ad campaigns and variations
 - Ability to monitor and implement analytics
 - Ability to provide recommendations and strategies for PPC campaign improvement
 - Ability to monitor results and analyze key Website metrics
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Professional Experience:

PPC Expert
Covario Inc., San Diego, CA
August 2007 – Present

Responsibilities:

- Managed communication with various team members to facilitate adjustment in campaigns.
 - Prepared reports for management through performance of projects.
 - Administered all PPC projects and estimated budgets to maintain maximum returns.
 - Ensured optimal high quality score for Google Ad words.
 - Performed test on landing pages and delivered strategies to maintain conversion rates.
 - Administered multiple channels and conducted extensive keyword research.
 - Developed and managed PPC campaigns on multiple networks.
 - Assisted to select PPC campaigns and performed keyword research.
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PPC Expert
Textron Systems, San Diego, CA
May 2004 – July 2007

Responsibilities:

- Coordinated with team members to ensure achievement of all objectives.
 - Prepared performance reports to be presented to management.
 - Assisted to facilitate increase in conversion rate for all PPC projects.
 - Ensured optimal utilization of analytical tools and recommended improvements.
 - Developed efficient PPC strategies and provided update.
 - Performed regular tests to maintain optimization of keywords.
 - Prepared and organized various SEO and SEM campaign reports.
 - Administered campaign results and monitored performance.
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Education:

Master's Degree in Computer Application
Western Oklahoma State College, Altus, OK
Bachelor's Degree in Computer Science
Cisco College, Cisco, TX

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