



AAKASH ROUT

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SUMMARY

Motivated PPC Executive with solid experience in managing and improving Google Ads campaigns. Successfully handled over 65+ projects last year, tested different ad copies and landing pages to find what works best, and created strategies focused on great results. Knowledgeable in digital marketing areas like SEO, SEM, social media, and email marketing, with a strong focus on achieving the best return on investment through smart and simple strategies.

WORK EXPERIENCE

- PPC Executive | Graygraph Technologies Pvt Ltd

Oct 2023 - Present
Noida, Uttar Pradesh, India

 - Managed and optimized PPC campaigns, primarily in Google Ads, along with other advertising platforms.
 - Conducted A/B testing for ad copy, landing pages, and other campaign elements to enhance performance.
 - I specialize in shopping ads, search ads, display ads, and Performance Max campaigns.
 - Handled over 65 projects annually, focusing on bid adjustments, campaign management, and full optimization.
 - Achieved significant improvements in ROI by leveraging data analytics and performance insights.
- Digital Marketing Executive | ServerGuy

Apr 2023 - Aug 2023
Noida, Uttar Pradesh, India

 - Promoted from Digital Marketing Executive after demonstrating strong performance and expertise.
 - Focused on email marketing, SEO, outreach, online reputation management (ORM), and social media optimization (SMO).
 - Led strategies to improve online visibility and customer engagement across various channels.
 - Provided training and guidance to junior team members on marketing best practices.
- Senior Digital Marketing Executive | ServerGuy

Mar 2022 - Apr 2023
Noida, Uttar Pradesh, India

 - Worked on search engine optimization and outreach campaigns to enhance online presence.
 - Learned and implemented email marketing strategies to drive customer engagement.
 - Monitored and analyzed website traffic to ensure continuous improvement in search rankings.
- Digital Marketing Executive | 4 Way Technologies

Feb 2020 - Mar 2022
Delhi, India

 - Focused on search engine optimization (SEO), online reputation management (ORM), and outreach to improve website visibility and brand reputation.
 - Developed and executed strategies to drive organic traffic and enhance customer engagement.

SEO Executive | Irvine Digital Media (Internship)

Jun 2019 - Feb 2020
Noida, Uttar Pradesh, India

- Worked as an intern focused on SEO, conducting website audits, and implementing optimization strategies to improve visibility.
- Monitored keyword performance and gained hands-on experience in improving search rankings.

EDUCATION

Delhi University

Bachelor of Arts (BA), BA Program

2015 – 2018

SKILLS

- **PPC Expertise:** Google Ads, Meta Ads, Amazon Ads, Shopping Ads, Search Ads, Display Ads, Performance Max Ads
- **SEO & SEM:** Search Engine Optimization, Outreach, Campaign Optimization
- **Digital Marketing Tools:** A/B Testing, Bid Adjustment, Campaign Management
- **Additional Skills:** Email Marketing, Social Media Optimization, Online Reputation Management, Event Planning

LICENSES & CERTIFICATIONS

- AI-powered Shopping Ads Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads Search Certification

ACHIEVEMENTS

- Successfully managed 65+ PPC campaigns annually with notable performance improvements.
- Increased ROI for multiple clients by implementing innovative ad strategies and thorough campaign analysis.
- Conducted successful A/B testing experiments, leading to optimized ad performance and landing page conversions.