ALI KIDWAI

SEARCH ENGINE MARKETING

CONTACT

8840054239

kidwaiali123@gmail.com

9/340 Indira nagar Lucknow

SKILLS

Campaign optimization

Google ads

Market research

Google Analytics

Client relationship management

Good knowledge of research tools

Bing ads

EDUCATION

2019-2022

Bachelor's of Journalism and mass communication

Babu Banarsi das University

LANGUAGES

English

Hindi

CERTIFICATION

Google analytics certification
Google Search ads certification
Shopping ads certification
Google display ads certification
Google analytics 4 certification

PROFILE

Highly motivated and energetic Digital marketing associate with the experience of more than 24 months in SEARCH ENGINE MARKETING. Recently promoted as a performance manager. Handled High daily spending accounts. Skilled in paid search strategy and Client relationship management. Specializing in enhancing bottom-line sales and optimizing Return on Advertising Spend (ROAS) through the strategic construction and refinement of successful Google Ads accounts. My expertise extends to conducting thorough Google Ads account audits, driving strategic campaign development, and executing comprehensive optimization strategies.

WORK EXPERIENCE

CEDCOSS TECHNOLOGIES PVT LTD

SEM associate

July 2022 - Present

- I interacted with potential clients to address their inquiries and concerns. Google and Bing ads expertise.
- ROI Optimization: Skilled in optimizing ad campaigns to achieve maximum return on investment (ROI) by analyzing key metrics such as CPC, CTR, CPA, and conversion rates.
- Recently promoted as a performance manager.
- Skilled in effectively managing advertising budgets to achieve campaign objectives and maximize ROI within allocated resources
- Proficient in using analytics tools such as Google Analytics to track campaign performance, generate insights, and prepare detailed reports for clients.
- Adept at conducting keyword research to identify relevant search terms and phrases for use in paid search campaigns, maximizing visibility and targeting.
- Handled high budget clients and deliver best results.
- Established Google Analytics accounts
- Implemented Conversion Tracking
- Conducted comprehensive website audits
- Performed in-depth product analysis
- Conducted competitor research
- Executed price analysis
- Conducted market research
- Analyzed Product-Market Fit (PMF)
- Conducted thorough keyword research
- Executed campaign setup
- Optimized campaigns

Digitrend academy

Digital marketing Intern

Jan 2022 - July 2022

- Optimized campaigns
- Manage Facebook campaigns
- Account audit
- Website audit