

Puneeth Kumar A R

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PROFESSIONAL SUMMARY

Experienced digital marketing professional with a strong focus on paid media roles. Demonstrated success in creating and executing targeted advertising campaigns that drive engagement and conversion. Recognized for ability to collaborate within teams and adapt to dynamic marketing environments. Proficient in data analysis, SEO, and content creation, leveraging these skills to optimize campaign performance and deliver measurable results.

SKILLS

- Ad copywriting
- Keyword research
- Competitor analysis
- Remarketing strategies
- Landing page optimization
- Target audience analysis
- Wordpress Website Building
- Google ads expertise
- Social media marketing
- ROI measurement
- Analytics reporting
- Budget management
- Problem-solving
- Search Engine Optimization

WORK HISTORY

PAID MEDIA EXECUTIVE 10/2023 to CURRENT

Rohan Corporation India Private Limited | Mangalore, India

- Oversaw a \$80k budget, resulting in \$15.05Million revenue generation.
- Executed and optimized Meta Ads, Google Ads, and LinkedIn Ads for enhanced engagement.
- Implemented Tag Manager Analytics to improve tracking accuracy and measurement.
- Created optimized landing pages for real estate content to enhance SEO rankings and improve quality scores for paid media.
- Mentored junior team members in paid media best practices, fostering a culture of growth and collaboration.
- Maximized reach and frequency across multiple channels while maintaining strict cost-per-acquisition targets.
- Consistently met or exceeded performance goals by diligently monitoring KPIs and making data-driven decisions.
- Implemented A/B testing methodologies to optimize ad creatives and targeting strategies.

EDUCATION

Master of Arts | Journalism And Mass Communication EXPECTED IN 08/2026

IGNOU, New Delhi, India

Diploma | Digital marketing 10/2023

Mangalore Digital Academy, Mangalore

Bachelor of Arts | journalism, Psychology, Economics 09/2022

SDM College, Ujire

ACCOMPLISHMENTS

- Achieved **\$15.05 Million** by completing **digital advertising** with accuracy and efficiency in a Year.

LANGUAGES

English	Hindi
Bilingual or Proficient (C2)	Bilingual or Proficient (C2)