**Curriculum Vitae**

Anuj Singhaniya

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**PPC, E-Commerce Executive**

I am a qualified SEM professional with extensive experiences in keyword research, paid search strategies, search terms reviews, Google ads editor & Bing ads editor. Innovative and competitive e-commerce experienced in high volume e-commerce business operations. PPC Executive determines best strategies for Internet Pay Per Click (PPC) SEM advertising. Understands top search engines rules for marketing products and services and forecasts potential budget for ad campaigns. Specializes in creating best ads satisfying all of the latest Google Ads criteria. Outstanding problem solving, analytical and decision-making skills with proven ability to conceptualize solutions to challenging, situations and implement practical, cost-effective project plans.

**HIGHLIGHTS:**

* Proficient with Microsoft Excel, Word and PowerPoint Platforms
* Familiarity with Search Engine Marketing, Google Ads, Bing AdCenter, Google Editor, Bing Editor
* Ability to handle multitask
* Decision making ability
* Ability to work under supervision
* Ability to identify high value keywords for organic search opportunity
* Expert knowledge of the internet and computers

**CERTIFICATIONS:**

Google Ads Certified Professional

**PROFESSIONAL EXPERIENCE:**

**E-Commerce Executive, Sept. 2014 - Present**

**PRIAM TECHNOLOGIES**, Gurugram, HR

(E-commerce business in USA)

Priam Technologies is a battery supply company in USA. Which has three E-Commerce properties and shipped batteries and accessories of Two way radios, Barcode Scanners, Barcode Printers, GPS Phones, Thermal Imaging Cameras, Flashlights, Wireless phones etc. all over the world.

**JOB RESPONSIBILITIES: -**

**PPC RESPONSIBILITIES:**

* Performing Daily Account Management of Pay Per Click Accounts on Google Ads and Bing.
* Performing Keyword Research & Analysis
* Keyword Management to Add Products Friendly Keywords and Add Negative Keywords.
* Creating & Monitoring Ad Copies Templates.
* Ensure optimal high-quality score for Google Ads.
* Providing Recommendations and Execute Strategies for Keyword Opportunities, Campaign Structuring, Targeting.
* Reviewing Search Terms for Cost Effective and Better Results of Products on Google.
* Developing and Managing PPC Campaigns on Multiple Networks.
* Preparing and Organizing Various SEM Campaign Reports.

**SHOPIFY & BIGCOMMERCE:**

* Catalog updation and management in Shopify & Big commerce platform.
* New Product Research, Analysis and Competitor Catalog Review to Update Catalog.
* Update product details manually or in bulk as required.
* Update catalogue from competitor’s websites and other sources.
* Bugs and catalogue correction.

**STITCH LABS:**

* Order Processing and Inventory Management Through Stitch Labs.
* Managing order processing, returns and invoices through Stitch labs.
* Managing SKU’s and create new SKU’s in Stitch labs for catalogue management.

**INTERNATIONAL PERIODICALS PVT. LTD** **5th Aug. 2013 - Sept. 2014**

(Publishers, journals and periodicals suppliers)

* Managed two books trade properties:

1. Researchco Books and Periodicals Pvt. Ltd.
2. Studium press (India) Pvt. Ltd.

**JOB RESPONSIBILITIES:**

* Coordinated with the various institutions my email marketing and sending them hard copy of our catalogues.
* Prepared the required documents to fill the books and journals supply tenders.
* Prepared purchase orders and make them compete.
* Stock management by feed the new books and journals in our system.

**EDUCATIONAL QUALIFICATION:**

* Post Graduated from SOL (Delhi University).
* Graduated from Zakir Husain Delhi College (Delhi University)
* 12th from CBSE Board (Delhi)
* 10th from CBSE Board (Delhi)

**PROFESSIONAL QUALIFICATION:**

* INFOEDGE: Certificate of Competency in Computing form NIIT

**COMPUTER SKILLS:**

* Operating systems windows 10/8/7/XP
* MS Office, Excel, Word, Outlook, PowerPoint
* Basic knowledge of HTML
* Vlookup, Hlookup, Count if, Pivot Table, If, Substitute, Index-match, Concatenate etc.

**ACHIEVEMENTS:**

* Volunteering in CWG 2010 as a Protocol Liaison Officer.

**PERSONAL DETAILS:**

* Father’s Name: Sh. Hari Dass
* DOB: 3rd June 1987
* Nationality: Indian
* Marital Status: Married
* Height: 5 feet 6 inches

**Date: ANUJ SINGHANIYA**