

Aisha Khan

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SUMMARY

Detail-oriented PPC Specialist with over 5 years of experience in managing and optimizing paid advertising campaigns across multiple platforms. Proficient in data analysis, budget management, and implementing strategies that increase ROI and drive traffic.

EXPERIENCE

PPC Specialist

Jan 2022 - Present

Digital Marketing Solutions, Chicago, IL

- Increased PPC campaign ROI by 35% within six months by optimizing keyword targeting and ad copy.
- Managed monthly budgets exceeding \$50,000, achieving a reduction in cost-per-click (CPC) by 20% through strategic bidding.
- Implemented A/B testing strategies that improved ad click-through rates (CTR) from 2.5% to 4.8%.

SEM Analyst

Jun 2019 - Dec 2021

Tech Innovators Inc., Chicago, IL

- Developed and optimized Google Ads and Bing Ads campaigns, resulting in a 50% increase in leads over one year.
- Conducted keyword research and competitive analysis that improved organic search rankings, boosting website traffic by 40%.
- Collaborated with the design team to create compelling ad creatives, enhancing user engagement across platforms.

Digital Marketing Coordinator

May 2018 - May 2019

Creative Agency, Chicago, IL

- Assisted in managing PPC campaigns that generated over \$100,000 in revenue within the first year.
- Performed weekly data analysis and reporting which led to actionable insights for campaign optimization.
- Trained junior team members on PPC best practices and analytics tools.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Illinois, Champaign, IL • GPA: 3.7

SKILLS

Technical Skills: Google Ads, Bing Ads, SEO, Data Analytics

Tools & Frameworks: Google Analytics, SEMrush, AdWords Editor