



Sunil B Mujagond

PPC Specialist

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PROFESSIONAL EXPERIENCE

CHL Marketing Pvt Ltd

Feb,2024 -Present

Performance Marketing Specialist

- Campaign Setup & Management – Build, launch, and optimize sponsored product campaigns across multiple Platform.
- Successfully handled and optimized monthly media spending of 60 lakhs for multiple industries.
- Budget Pacing & Optimization – Monitor and adjust budget allocation to ensure efficient spending and maximize campaign impact.
- Performance Analysis – Track and analyze key performance metrics such as CPC, ROAS, impressions, and conversion rates.
- Implemented conversion tracking tags on websites to measure campaign effectiveness.
- Strategic Optimization – Implement data-driven bid adjustments, audience targeting strategies, and campaign structure improvements for continuous performance enhancement.
- Reporting & Insights – Develop performance reports, provide actionable insights, and recommend optimization strategies based on data trends.
- Stakeholder Collaboration – Work closely with internal teams and external partners to align campaign goals with broader business objectives.

Wakefit.Pvt.Ltd

Remote

June 2023 - Sep 2023

Digital Marketing Specialist

- Develop and implement comprehensive social media marketing strategies to drive brand awareness, engagement, and lead generation.
- Implemented strategies to enhance brand visibility and drive conversions
- Established and maintained strong connections with clients to support business success.
- Analyze and research keywords related to website through keywords research tools
- Analyze performance metrics, generate reports, and optimize digital marketing efforts based on data-driven insights. Increase reach and efficiency of our digital channels, especially YouTube and Instagram, by designing and implementing relevant content.

Reliance retail. Pvt Ltd

Remote

November,2022 -May 2023

Senior Research Executive

- Conducting in-depth research on competitors' products, pricing, and market success to gain insight into customer preferences and interests.
- Conduct Online & Offline social events with target group with an objective to engage people with the organization
- Ensuring that all sales administration and customer service activities run smoothly.
- Providing overall guidance to newly recruited Sales Representatives.
- Maintaining accurate records of the total number of sales made, potential and existing customers, as well as sales employee performance evaluations.

EDUCATION

Master of Business Administration (Marketing and Finance)

2020-2022

Global Business School, Hubli - Karnataka

Bachelor of Commerce (Marketing)

2016-2019

Chetan Commerce College, Hubli – Karnataka

PROJECTS

➤ Project Title: 1

Search Engine Marketing for a Banking and Financial Company

Description.

A well-known reputed bank would like to sell Housing loan online. They are a Leading bank would like to get full inquiries for people looking to buy a house and avail loan for the same. They want to perform **Search Engine Marketing** but need to run **Google search** and **display Ads** Campaign.

Tools Used: Google **Ads**,

➤ Project Title :2

Social Media Marketing Campaigns for Sip and Savor Juice Bar

Description.

To Elevate the online presence of Sip & Savor Juice Bar through a Strategic Social Media Marketing Campaign, focusing on increasing **Brand awareness**, **community engagement**, and **Increase sales** driving foot **traffic** to the juice shop Hubli

Tools Used: Googles **Ads**, **Facebook**, **YouTube**, **Canva**

- Others Project include Analytical study of the **Search engine marketing** strategy, **Pay-Per-Click** Advertising for Small Business: A Study on **Google Ads**, **Email Marketing Campaigns** for Cross-Selling: A Study on Amazon Online Etc....

TECHNICAL SKILLS

1. Keyword Research
2. Social Media Marketing
3. E-mail Marketing
4. Project Management
5. Strategies for paid Campaigns
6. SEO &SEM
7. KPI Tracking
8. Content Strategy
9. Analytics and ROI & Evaluation
10. Website Design

ADDITIONAL INFORMATION

➤ Achievements

- 37th Rank in PG CET

➤ **Languages:** **English** [Professional], Kannada [Native], Telugu Hindi, [Limited]

➤ **Interests:** Travelling, Teaching, Blogging, Cricket,

