

# MANJUNATH PADAVALKAR

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## CAREER SUMMARY

Results-driven professional with 13+ years of sales experience transitioning into Digital Marketing and Performance Marketing (PPC). Strong hands-on knowledge of Google Ads and Meta Ads, covering end-to-end campaign setup, audience targeting, keyword strategy, conversion tracking, and campaign optimization. Skilled in combining customer behavior insights with data-driven marketing strategies to improve campaign performance.

## CORE COMPETENCIES

Google Ads & Meta Ads Campaign Management | Keyword & Audience Research | Conversion Tracking (Google Ads, Meta Pixel, GA4) | Google Analytics (GA4) & Data Analysis | Google Tag Manager (GTM) Integration | Campaign Optimization & Scaling | Remarketing & Retargeting Strategies | Shopping Ads & Catalogue Ads | Performance Analysis & Reporting

## TECHNICAL SKILLS

Google Ads (Search, Display, Shopping) | Meta Ads (Facebook & Instagram Ads) | Google Keyword Planner | Facebook Pixel & Events Setup | Google Analytics 4 (GA4) | MS Excel (Analysis & Reporting) | Google Tag Manager (GTM) | Canva (Ad Creatives) | WordPress (Basic Integration)

## PROJECT EXPERIENCE – PERFORMANCE MARKETING (GOOGLE ADS + META ADS)

### Fundamentals & Auction System

- Understood Google Ads (keyword-based) vs Meta Ads (audience-based) ecosystem
- Learned Google Ads Auction (Ad Rank, Quality Score, CPC)
- Learned Meta Ads Auction (Ad Delivery, Engagement-based optimization)
- Analyzed how bidding and relevance impact ad visibility on both platforms

### Account Setup & Structure

- Set up Google Ads account, billing, and dashboard navigation
- Created campaign structure: Campaign → Ad Group → Ads
- Set up Meta Business Manager and Ad Account
- Understood Meta structure: Campaign → Ad Set → Ads

### Campaign Objectives & Strategy

- Defined campaign objectives (Leads, Sales, Traffic) in Google Ads
- Selected appropriate campaign types (Search campaigns)
- Understood Meta campaign objectives (Awareness, Traffic, Engagement, Conversions)
- Mapped business goals with correct objective selection.

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## Keyword Research vs Audience Research

- Conducted keyword research using Google Keyword Planner
- Performed competitor keyword analysis
- Identified high-intent keywords for search campaigns
- Built audience strategy in Meta Ads using interest-based targeting
- Explored hidden audiences and competitor research techniques

## Targeting & Segmentation

- Configured location targeting and exclusions in Google Ads
- Applied device targeting and bid adjustments
- Implemented audience segmentation
- Created Meta Ads targeting using demographics, interests, and behaviors
- Built Custom Audiences and Lookalike Audiences

## Ad Creation & Formats

- Created Google Search Ads and Responsive Ads
- Used ad assets/extensions (sitelinks, callouts)
- Developed Meta Ad Creatives (image, video, carousel)
- Wrote primary text, headlines, and ad copy for Facebook Ads
- Tested multiple creatives for performance improvement

## Conversion Tracking & Pixel Setup

- Implemented Google Ads conversion tracking and call tracking
- Used tracking templates and URL parameters (UTM)
- Set up Facebook Pixel and standard events
- Created custom conversions and tracked user actions
- Configured domain verification and event prioritization
- Implemented Google Analytics 4 (GA4) for tracking user behavior and website performance
- Configured Google Tag Manager (GTM) for managing tracking codes without direct code changes
- Set up events and conversions using GTM (form submissions, button clicks, page views)
- Integrated Google Ads and Meta Ads with GA4 for better attribution tracking
- Used UTM parameters for campaign tracking and performance analysis

## Remarketing / Retargeting

- Set up Google Ads remarketing campaigns
- Targeted returning website users
- Created Meta Custom Audiences (website visitors, engagement-based)
- Executed retargeting campaigns to improve conversions

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## Advanced Features & Automation

- Used Dynamic Search Ads in Google Ads
- Implemented Keyword Insertion & Ad Customizers
- Performed A/B Testing in Meta Ads
- Used Campaign Budget Optimization (CBO)
- Applied creative testing strategies

## E-commerce Ads (Shopping & Catalogue)

- Worked with Google Merchant Center and Shopping Ads
- Uploaded products and managed product feeds
- Created Meta Catalogues and product feeds
- Ran Catalogue Sales campaigns for e-commerce

## Optimization & Scaling

- Analyzed Auction Insights in Google Ads
- Optimized campaigns using bid adjustments and keyword refinement
- Scaled campaigns based on performance metrics
- Optimized Meta Ads using budget scaling and audience refinement
- Diagnosed issues like "Learning Limited"

## Reporting & Performance Analysis

- Monitored KPIs: CTR, CPC, Conversions (Google Ads)
- Analyzed campaign performance and ROI
- Used Meta Ads reporting dashboard
- Tracked metrics like CPM, CTR, CPA, ROAS
- Generated insights for continuous improvement

## Remarketing / Retargeting

- Set up Google Ads remarketing campaigns
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## PROJECT PORTFOLIO

 [manjunathpadavalkar360.com](https://manjunathpadavalkar360.com)

- Google Ads & Meta Ads Campaign Simulation Projects
- SEO & Performance Marketing Case Studies

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## PROFESSIONAL EXPERIENCE

Sales Officer | Prayagh Nutri Products Pvt Ltd

Goa, India | Jun 2018 – Dec 2021

- Drove territory sales and distributor growth using data-driven planning, market analysis, and performance tracking.

BDM | Cerebra Integrated Technologies Ltd

Bangalore, India | Mar 2016 – May 2018

- Managed government sales and tenders by analyzing client needs and delivering strategic IT hardware solutions.

Deputy Manager | Kotak Life Insurance

Bangalore, India | Oct 2008 – Feb 2012

- Led a sales team and improved performance through data analysis, strategic planning, and customer acquisition initiatives.

FSC | ICICI Prudential Life Insurance

Bangalore, India | May 2007 – Sep 2008

- Delivered financial advisory services by analyzing customer needs and recommending suitable insurance solutions.

Inside Sales Executive | PK4 Software Tech Pvt Ltd

Bangalore, India | Feb 2006 – Sep 2006

- Generated leads and qualified prospects through cold calling and client requirement analysis in a B2B environment.

## EDUCATION

Bachelor's Degree in Forensic Science – Karnataka University 2003

PG Diploma in IT & Management – AIIMA 2005

## CERTIFICATIONS

- Advanced Excel – Codebasics
- Digital Marketing – HubSpot Academy
- AI-Powered Performance Ads Certification – Google Digital Academy (Skillshop)

## ACHIEVEMENTS

- Completed structured learning across Google Ads & Meta Ads (50+ modules)
- Built hands-on projects covering full-funnel campaign strategy

## INTERESTS

- Digital Marketing Trends
- Data Analysis
- Photography & Travel