KOLIPAKA SRI VAISHNAVI

PERFORMANCE MARKETING & DIGITAL MARKETING SPECIALIST | GOOGLE ADS | SEO | WEBSITE DEVELOPMENT

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PROFESSIONAL SUMMARY

Results-focused digital marketing professional with hands-on experience in Google Ads operations, performance optimization, SEO, and website development. Supported Google advertising accounts at Cognizant across Search, Shopping, Local, and Performance Max, evaluating bids, budgets, audiences, and product feeds to identify growth opportunities. Combines data-driven campaign analysis with practical SEO and digital strategy skills.

CORE SKILLS

Google Ads • PPC / SEM • Search & Shopping Ads • Performance Max • Campaign Optimization • Bidding & Budgets • Google Merchant Center • Meta Ads • SEO Audits • Technical & On-Page SEO • Keyword Research • GA4 / Google Analytics • Google Search Console • Excel • WordPress • Elementor • AEO / GEO

PROFESSIONAL EXPERIENCE

Cognizant Technology Solutions | Senior Process Associate – Digital Media Operations (Google Client) | Jun 2022 – Jun 2023

- Analyzed Search, Shopping, Local, and Performance Max campaigns to identify account issues and optimization opportunities.
- Reviewed budgets, bidding, audiences, product feeds, and assets; shared recommendations with account managers and advertisers.

Accenture Solutions Private Limited | Process Associate | Jul 2021 – Jun 2022

- Reviewed advertising content and operational data for policy compliance, accuracy, and quality; supported issue identification and audits.

Frux Software Solutions Pvt. Ltd. | Digital Marketing Intern | Feb 2020 – Aug 2020

- Conducted SEO audits, keyword research, competitor analysis, on-page/off-page optimization, and backlink activities.
- Assisted with Google Ads Search, Display, and Video campaign planning, keyword selection, and bidding strategies.

Filesie – An Inbound Marketing Agency | Social Media Head (Internship) | Apr 2018 – Sep 2018

- Created social media content, supported lead generation and email marketing, and coordinated social media activities.

SELECTED PROJECTS

Don Bosco PU College – SEO / AEO / GEO keyword research and content strategy | Mamaearth – proposed Google Ads Search, Shopping & Performance Max media plan | Glow and Pulmp – e-commerce SEO audit and recommendations | Green Leaf Café – integrated digital marketing strategy.

Website design projects: Green Leaf Café (greenleafcafeshop.com); EcoJY Energy (ecojyenergy.lovable.app); Bhoomi Oils (bhoomioils.com).

EDUCATION

MBA / PGDM, Marketing – ITM Business School (2017–2019) | Bachelor's Degree – Kakatiya Institute of Technology & Sciences (2014–2019)