

DIPESH MAVJIBHAI LODHARI

Pay Per Click (PPC) Manager

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PERSONAL PROFILE

Result-driven Paid Search Manager with more than 10 years of experience with a proven track record of driving revenue growth strategy in high-performance culture through international Google Ads, Meta ads, and LinkedIn Ads campaigns. By leveraging data-driven customer data insights and channel strategy, campaigns are optimised across multiple search and social platforms, prioritising performance and client success. A proficient client-facing professional, I have collaborated with brands of all audience segmentation sizes, from startups to global industry leaders in both B2C marketing and B2B sectors. My strengths lie in clear client engagement, building relationships, managing client relationships, project management, and accountability. Additionally, my strong foundation in data analysis, including expertise in complex data sets such as Google Analytic, regression analysis, Looker, and data management. I also have hands-on expertise with DV360 and a comprehensive understanding of account administration and management principles. The strategic planning approach focuses on delivering paid search and social strategies that are strategic, results-driven client account strategies while enhancing project documentation and campaign efficiency.

KEY SKILLS

Search Engine Marketing	Digital Marketing and SEO	Google and Bing Ads	Budget Management
Meta and LinkedIn Ads	Branding	DV360	Paid Search Strategy
Google Analytics 4	Google Tag Manager	Bid Management	Web Analytics
Data Analysis	Media Planning	Adwords	Lead Generation

RELEVANT EXPERIENCE

Pay Per Click (PPC) Manager, [Genflow Ltd, U.K.](#)

Sept 2024 – Feb 2025

- Developed, managed, and optimised Google Ads campaigns across Search, Display, Video, Demand Gen, App, Performance Max, and Shopping, resulting in a 35% reduction in CPA
- Conducted keyword research, ad copywriting, and competitive analysis to enhance campaign performance, leading to a 10% reduction in CPC and budget waste
- Work closely with the analytics team, designers, and content creators to execute impactful campaigns. Track Google Ads, GA4, and social media campaigns via GTM to boost conversions by 25%
- Use Google Data Studio and GA4 to create detailed editorial client reports, providing insights and tracking key performance metrics. Enhance client retention by delivering data-driven results

Achievements:

- Optimised Keyword Quality & Ad Strength: Achieved a 59% reduction in CPC for the Morsia Fitness App, driving a 96% increase in conversions and a 64% boost in CVR, showcasing highly effective direct response strategies
- Enhanced Ad Efficiency: Aligned ad copy and keywords with a dedicated landing page for the WeRise Fitness App, leading to a 12% drop in CPC, a 96% surge in conversions, and a 12% CVR improvement through attribution analysis
- Cost-Effective Campaigns: Reduced CPA by 38% for Shreddy by removing non-performing products from Performance Max, resulting in 72% more conversions and a 60% CVR uplift through strategic campaign optimisations
- Increased Conversion Value: Improved conversion value by 13% for the OwnU Fitness App, driving 23% more conversions and a 3% increase in CTR with targeted ad refinements

Senior Paid Media Executive, [Clarity, U.K.](#)

April 2023 – July 2024

- Executing and optimising client campaigns across major Paid Media platforms, including Google, LinkedIn, Facebook, Instagram, and Bing Ads. Leveraging search strategy to drive a 27% increase in growth and customer acquisition
- Providing data-driven performance updates with insightful analysis, helping clients make informed decisions. Sharing strategic ideas for new business pitches, leading to a 30% increase in client retention
- Managing assigned projects with appropriate supervision, ensuring adherence to timelines and Agile processes to enhance efficiency. Improved the management system, contributing to my promotion to Senior Paid Media Executive in April 2024
- Implementing testing and optimisation roadmaps to enable quick iterations and adapt project scopes, ensuring accuracy and identifying new opportunities. Managing multiple clients simultaneously while meeting tight deadlines

Achievements:

- By enhancing the quality score of the keywords and ad strength, click costs were reduced by 4%. This resulted in a 2% and 6% increase in conversions and CVR for CybSafe, respectively
- Supported the client lead in increasing the revenue pipeline by 12% for Sitecore through paid media channels
- Supported the client lead-in, uplifting the overall conversions by 83% and reducing the CPA by 41% for Invesco. Client relationship feedback was pivotal for achieving these results
- Exceeded Amazon Freight's FY23 UK and Germany lead target by implementing a full-funnel marketing strategy across Google, YouTube, Microsoft, and LinkedIn Ads
- Reduced CPCs by 12% by combining the ad copies and keywords with a landing page, which leads to an increase in conversions by 26% with a rise in CVR by 11% for Northumbria Coast and Country Cottages
- Reduced CPA by 19% by eliminating non-performing keywords, resulting in 24% more conversions and 8% higher CVR for Qt.io
- Supported the client lead on the creation of QBRs, monthly and weekly reports for clients

Paid Marketing Coordinator and Data Executive, [Buy Me Once](#), U.K.**June 2022 – Dec 2022**

- Managed and optimised ad campaigns across Google Search, Display, Video, Shopping Ads, Facebook, Snapchat, Pinterest, and Criteo, reducing CPC from £3.50 to £1.50
- Conducted keyword research using Google Keyword Planner and SEMrush, resulting in an 18% increase in traffic to a website
- Integrated tags via Google Tag Manager, utilising HTML and JavaScript when necessary, which improved retargeting efforts by 20%
- Developed campaign strategies to achieve target ROAS and CPA, performing regression analysis to determine product relationships and ROAS impact. Actively engaged in feed management to optimise product listings

Achievements:

- Increased ROAS from 3.93 to 8.30 by implementing the multi-platform digital marketing strategy
- Decreased the Cost Per Acquisition (CPA) by 10% by negating products which were not generating revenue
- Built custom audiences and designed A/B tests, leading to a 15% improvement in conversion rates
- Managed Kaviya email marketing, optimising designs and CTAs, improving email conversion rates by 35%
- Integrated Shopify with Google Ads & Merchant Centre, enhancing product feeds improvement by 12%
- Wrote compelling ad copy for multiple platforms and optimised Google Shopping data feeds, boosting CTR by 45%.
- Elevated CTR from 1.1% to 3.5% by crafting highly relevant ad copy across all platforms
- Advised on product strategy, leading to a sales increase of 10% to 35%

Marketing Manager, KR Sea Foods Pvt Ltd, India**May 2017 – Aug 2021**

- Increased the revenue from digital platforms, including Google ads and Facebook ads, with the help of a digital team of three executives, ensuring effective auditing of performance and strategy implementation

Team Leader – SEM, [Eyelash Technologies](#), India.**Aug 2014 – Apr 2017**

- Creating and managing PPC campaigns on Google ads and social media platforms. Managed a team of seven executives to deliver PPC campaign results. Achieved lead targets and increased click-through rate by 1.5% in August 2015

Campaign Management Analyst, [Reach Local Services Pvt Ltd](#), India**Jan 2014 – Jul 2014**

- Retention of client advertising accounts through active campaign management and execution of consistent customer focus

SEM-Executive, [Xebec Communication Pvt Ltd](#), India**Oct 2012 – Oct 2013**

- Awarded with a Certificate of appreciation for Employee of the month July 2013. Increased sales for an e-commerce client during the month of Diwali and increased the CTR from 2.50% to 4.80% for the same campaign on Google ads

EDUCATION**MSc Digital Marketing and Analytics, University of Kent, U.K.****Sept 2021 – Sept 2022**

- *Modules included:* Digital Marketing Research, Digital Marketing Consumer, Emerging IT Trends for Digital Marketing, Principles of Digital and Social Media Marketing, Web Marketing and Analytics, and Digital Marketing Data Mining and Analytics
- *Consultancy Project:* Successfully achieved the set targets for ROAS (8.30 vs 5), CPA (£5 vs £7), CTR (12% vs 9%), and CVR (5% vs 3%) for Buy Me Once
- *Achievements:* Kent Business School Director of Studies Prize 2022 for Outstanding Contribution to MSc Digital Marketing and Analytics Course and Outreach Student Ambassador and Student Representative

CERTIFICATIONS**StackAdapt****Feb 2025**

- [Basic](#) and [Advanced](#) Programmatic Certification Course from StackAdapt in Feb 2025

Google Ads**Jan 2025**

- Google Ads Certificate Exam (Search, Display, Shopping, DV360, GA4 and Video) in Jan 2025

Udemy – Digital Marketing**Jan 2021**

- Udemy – 3 Months Online Course (2021) - The Complete Digital Marketing Guide by Robin and Jesper

ADDITIONAL SKILLS

- **Digital Marketing:** Snapchat Ads, Pinterest Ads, Criteo, Kalviyo, Mailchimp, Budget management, Media planning and forecasting, Landing page analysis, Lead generation, AdWords, Paid search and social strategy, Digital marketing, Reporting, and Monthly reporting on KPI's
- **Soft Skills:** Adaptability, Creativity, Communication, Analytical skills, Emotional intelligence, Collaboration, Time management, Flexibility, Networking, Multitasking, Reporting, Monitoring, Content creation and Curiosity
- **IT Literacy:** Proficient in Microsoft Office, including Word, Excel, Outlook, and PowerPoint as well as in Google Workspace - G Suite