

KHILESH SAMMAL

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SUMMARY

Google Ads Search Specialist with 1.5+ years of experience in managing and optimizing search campaigns. Skilled in keyword research, ad copywriting, and bid strategy to improve CTR, lower CPC, and drive quality leads. Proficient in Google Ads, Analytics, and A/B testing for continuous performance improvement

WORK EXPERIENCE

Process Executive, Cognizant Technology Services

Mar 2024 - Present

- Managed and optimized Google Ads Search and App campaigns for 220+ SMB accounts per month across 15+ countries in EMEA, APAC, and LATAM.
- Resolved 12+ daily performance-related troubleshooting tickets, consistently maintaining a high customer sentiment score.
- Delivered multi-channel support (phone, chat, and email) to Customer Experience and Account Managers, achieving a 90% CSAT score while adhering to SLA targets.
- Completed in-depth training on Google Ads best practices and gained hands-on experience with MoMA and troubleshooting tools.

Trainee Technical Support, Superwell Services Pvt. Ltd.

Jan 2023 - Nov. 2023

- Developed strong skills in customer support, technical troubleshooting, and sales while supporting Sony clients.
 - Built strong client relationships through proactive communication and data-backed recommendations.
 - Empowered new sales hires through comprehensive product and technical training, accelerating their on-boarding and performance
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EDUCATION

Bachelor of Agricultural Engineering

Aug 2016 - Feb 2020

Govind Ballabh Pant University of Agriculture and Technology, Uttarakhand

Diploma in Civil Engineering

Aug 2013 - Jun 2016

Govt. Polytechnic Nainital, Uttarakhand

ADDITIONAL INFORMATION

- **Technical Skills:** Google Ads, Campaign Optimization and Troubleshooting, Google Sheets
- **Languages:** English, Hindi
- **Certifications:** Google Ads Search Certification, Google Ads Apps Certification