

Gaurav Sewani

GOOGLE ADS & PPC SPECIALIST

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Profile

Results-oriented Digital Marketing Specialist focused on Google Ads strategy, execution, and optimization. Proven ability in competitive analysis, data-driven PPC campaigns, and compelling ad copy creation. Skilled in leveraging Google Ads tools/analytics to maximize ROI. Seeking a challenging Google Ads role to contribute strategic thinking and hands-on campaign management expertise.

PROJECTS

Google Ads Competitive Analysis & Optimization (Insurance)

- Analyzed competitors to design user-centric ads emphasizing trust and speed, boosting engagement.
- Crafted concise, benefit-driven copy addressing core customer anxieties (e.g., claim delays).
- Leveraged strategic keyword placement and social proof to improve ad visibility and ROI.

Seasonal Google Ads Campaign Strategy (Halloween)

- Created a Google Ads strategy to transition a local brand nationally using targeted campaigns and storytelling.
- Focused on authentic messaging ("Heartland" narrative) and geofencing to stand out from mass-market rivals.
- Combined Search, Display, and YouTube ads to drive awareness and conversions efficiently.

Seasonal Google Ads Campaign Strategy (Halloween)

- Captured seasonal search trends with timely ads targeting costumes, parties, and last-minute needs.
- Optimized bidding and scheduling to align with high-intent phases (research → purchase).
- Used playful ad copy and extensions to maximize clicks during peak Halloween weeks.

SKILLS

- **Google Ads:** Search, Display, Video, Shopping, Apps, PMax
- **PPC Strategy:** Campaign setup, optimization, bidding, budget, audience targeting
- **Analytics:** Google Analytics (GA4), Keyword Planner, Excel/Sheets
- **Keyword Optimization:** Research, A/B testing, CRO, ROAS tracking
- **Creative Skills:** Ad copywriting, Canva, basic UX/landing page principles
- **Core Strengths:** Data-driven decisions, problem-solving, cross-team collaboration