

# DATTATRAYA ASOLKAR - PPC Analyst

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📍 Pune, MH 411045 | 📞 +91 779 840 1786 | ✉ [asolkar.d@gmail.com](mailto:asolkar.d@gmail.com)

🔗 LinkedIn: <https://www.linkedin.com/in/dattatraya-asolkar/>

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## Professional Summary

A skilled and results-driven Performance Marketing professional with 9 years of experience in executing high-impact online marketing campaigns. Proficient in platforms such as Facebook Ads, Google Ads, Twitter Ads, and LinkedIn Ads, with a strong focus on eCommerce marketing. Experienced in working with Shopify, WooCommerce, and WordPress websites, and implementing advanced tracking solutions using Google Tag Manager and custom JavaScript. Solid understanding of SEO, SEM, and Google Analytics, with a proven track record of driving measurable results and business growth.

## Core Competencies & Keywords

✓ Social Media Advertising ✓ Google Ads ✓ LinkedIn Ads ✓ Landing Page Optimization ✓ Conversion Rate Optimization (CRO) ✓ A/B Testing ✓ Web Analytics (GA4) ✓ Campaign Strategy

## Skills

- Proficient in Social Media Advertising (Facebook, Twitter, LinkedIn, TikTok) and Google Ads, with a proven track record of generating leads, driving eCommerce sales, and boosting revenue for clients.
- Expert in Google Analytics with the ability to track and analyze website traffic, user behavior, and conversion rates to optimize marketing campaigns and improve ROI.
- Proficient in Google Tag Manager for implementing and managing tracking codes for various marketing channels.
- Experience in setting up web analytics to analyze user behavior and optimize conversion rates.
- Worked on websites built with Shopify, WooCommerce, WordPress, and Wix, as well as custom-coded websites.

## Experience

**Levi & Korsinsky, LLP** Pune, Maharashtra - PPC Analyst (Consultant)

September 2024 to Present

- Planning and undertaking relevant research for creating campaigns for the product.
- Responsible for executing all display, Video, Search, Remarketing, Engagement campaigns as per the digital channel and product relevance.

- Optimizing campaigns for lead quality as and when required and ensuring effectiveness of the marketing spent.
- Planning and conducting relevant testing on campaign variables to develop business/product intelligence.
- Ensure marketing collaterals delivered are effective and in-line with marketing requirements by coordinating with the Communications team and providing effective feedback.
- Keep pace with search engine and PPC industry trends and developments and utilize them to improve effectiveness of marketing initiatives.

**Futurism Technologies Inc. Pune, Maharashtra - Sr. Digital Marketing Executive**

October 2023 to September 2024

- Strategize, plan, and execute SEO, pay-per-click, social media, display, inbound and outbound marketing campaigns on behalf of clients.
- Craft and manage PPC campaigns in Google Ads, LinkedIn, Facebook and Twitter.
- Manage digital advertising budget and spend, including bid management.
- Continuous analysis of paid search campaigns to identify potential opportunities, providing recommendations for optimization through ad copy, keywords, ad groups, targeting, bidding, and landing pages.
- Draft detailed SEO site audits and reports through a technical, content and off-site lens to ensure that they consistently adhere to SEO best practices.
- Create digital marketing plans and discuss them with clients and prospects, in collaboration with an account manager.
- Analyze and translate data from web analytics into actionable plans.
- Proficient in building and managing eCommerce websites on platforms like Shopify, WooCommerce, WordPress, and Wix. Set up and configured conversion tracking, event tagging, and remarketing pixels through Google Tag Manager (GTM) for performance monitoring and campaign optimization.
- Skilled in implementing custom JavaScript tags within Google Tag Manager and directly in site code to track user behavior, form submissions, and other key events.
- Work with an internal team to ensure that UX, design, development, content strategy is contributing to the success of clients' overall digital marketing goals and plans.

**Eywa Solutions Pvt Ltd Pune, Maharashtra**

*Digital Marketing Manager*

May 2017 to October 2023

- Managed and executed successful digital marketing campaigns for multiple clients across various industries, including healthcare, education, and ecommerce.
- Managed and optimized ecommerce websites to increase conversion rates and drive sales through email marketing, retargeting, and social media ads.
- Provide performance marketing analytics and reporting through real-time dashboards.
- Generated leads and drove revenue for clients through effective use of Facebook Ads and Google Ads.

- Tracked and analyzed website traffic, user behavior, and conversion rates using Google Analytics to optimize marketing campaigns and improve ROI.
- Implemented tracking codes for various marketing channels using Google Tag Manager.
- Experienced in working with eCommerce CMS platforms such as Shopify, WooCommerce, WordPress, and Wix, including setting up conversion tracking using Google Tag Manager (GTM).
- Worked closely with clients to understand their business goals and develop effective digital marketing strategies to achieve those goals.

**Origin Fitness Club Pune, Maharashtra - Sales Executive**

March 2016 to May 2017

**Talentedge Education Ventures Pvt. Ltd. Pune, Maharashtra - Online Sales Executive**

September 2015 to February 2016

## Education

August 2010 - August 2014

**HVPM COET Amravati - Bachelor of Engineering Electronics And Telecommunications Engineering - 7.98/10**

June 2009 - February 2010

**RMINP Jr. College of Science, Shegaon - HSC- General Science - 67.50%**

June 2007 - March 2008

**Mahatma Phule Vidyalyaya, Shegaon - SSC - 69.38%**

## Awards

Awarded the Superstar Performer at Eywa for 2018-19.