Newton Dantas
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SUMMARY

Certified digital marketer specializing in paid media with over 5 years of experience managing end-to-end paid search and paid social campaigns. Proven experience in solving campaign problems like insufficient engagement, leads, or sales. Consistently met and increased campaign goals by 30% through strategic planning and optimizations. Skilled in advertising platforms like Programmatic, Google Ads, Meta Ads, and LinkedIn Ads tracking conversions through Google Tag Manager. Analyzing advertising data through Google Analytics. Certified and familiar with SEO (Search Engine Optimization) and DV (Display & Video) 360. Can write engaging ad copy that sells. Willing to learn & upgrade myself to give the best of my ability and prove to be an asset to the organization.

PROFESSIONAL EXPERIENCE

Digital Convergence Technologies – Pune, Maharashtra
Ad Operations Associate | March 2025 - Present

Coactuar Communications – Pune, Maharashtra (Remote-Contract)
Pay Per Click Specialist | June 2023 - October 2024

- Manage Google Ads campaigns, driving a 5x return on investment by optimizing keywords, ad copies, and landing pages.
- Utilize Google Analytics & Google Tag Manager to track & analyze performance, improving conversion rates by 10% overall.
- Use Google Ads Editor to add or edit keywords, ad copy, and extensions.
- Run Google Ads Scripts for keyword efficiency, reporting, and adding account-level negative keywords automating minute tasks.
- Collaborate with the marketing team to refine landing page messaging, leading to a 30% increase in qualified leads.
- Assist the sales process to understand loopholes in the sales cycle and increase the overall campaign efficiency.

Ubrik Media – Dubai, UAE (Remote-Full Time)
Pay Per Click Specialist | November 2021 - November 2022

- Optimized paid search and paid social campaigns for Dubai-based clients in B2B and B2C sectors.
- Managed campaigns for manufacturing, education, IT, law and medical sectors increasing lead generation by 50% in 6 months.
- Researched keywords through Google Keywords Planner and SEMRush. Utilized Hotjar & Microsoft Clarity to study heatmaps.
- Reported monthly & weekly metrics to the clients showing the achievements, insights, drawbacks, and next steps of the account.
- Monitored KPIs using Google Analytics, Databox, Optimizely, and Adobe Analytics to understand the success of a campaign.
- Experimented with performance max campaigns, resulting in a 35% new set of qualified leads within 2 months.
- Collaborated with the design, content, SEO, and client success team to improve ad copy, creatives, and landing page.
- Researched about competition which led to a 20% increase in engagements and leads.

Uluad Marketing – Folsom, USA (Remote-Full Time)
Search Engine Marketing Manager | March 2021 - July 2021

- Worked on Google Ads Grants accounts managing a budget of $10000 and above per client per month.
- Managed a budget of a minimum of $100,000 per month combined. Maintained a CTR of 5% and a conversion rate of 2%.
- Optimized keywords daily to pause ineligible or irrelevant keywords to maintain the CPC, quality score, and Exp CTR.
- Strategized the campaign account structure of new campaigns with the internal team.
- Generated engaging ad copy for all campaigns using the copywriting framework to get an above-average Ad Relevance score.
- Coordinated with colleagues to find solutions for accounts not getting conversions.
- Utilized Google Ads Editor to upload extensions, keywords, and ads in bulk.
- Tracked all the necessary conversions on the landing page through Google Tag Manager.
- Utilized Tools like SEMRush to understand how the competition is using which keywords.

AffinityX – Pune, Maharashtra (Remote-Full Time)
Pay Per Click Analyst | March 2020 - March 2021

- Managed Google Ads for SMEs like dentists, plumbers, HVAC, realtors, etc increasing lead count by 25% every quarter.
- Oversaw the daily budget of accounts and maintained a pacing sheet so that the spending did not cross the monthly budget.
- Improved quality scores by 20% across all campaigns, understanding the factors and implementing strategies to enhance them.
- Collaborated with the Canadian account managers to optimize the account according to the client's requirements.
- Worked closely with copywriting team from the Philippines, ensuring the ad copy meets the required user persona standards.

WNS Global Services - Pune, Maharashtra (Full Time)
Claims Auditor (Trainee) | February 2019 - January 2020

- Verified customer claims for dental and optical treatments, ensuring 100% accurate reimbursements.
- Processed at least 30 transactions daily, ensuring the work was done efficiently.
- Maintained a 90% customer satisfaction rating due to strong attention to detail & user-focused service.
- Learned Google Ads and Bing Ads by running affiliate offers, resulting in a couple of sales within 3 months.

CERTIFICATIONS 🔗

- Google Ads Search Certification - *Google . Issued May 2024 . Expires May 2025*
- Google Ads Video Certification - *Google . Issued Jan 2025 . Expires Jan 2025*
- Google Analytics Individual Qualification - *Google . Issued Jan 2025 . Expires Jan 2025*
- Master in Digital Marketing - *Top Mentor . Issued Feb 2020*
- Display & Video 360 Certification - *Google . Issued Jan 2025 . Expires Jan 2025*
- Email Marketing Certified - *Hubspot . Issued Jan 2025 . Expires Feb 2027*
- SEO Certified - *Hubspot . Issued Jan 2025 . Expires Feb 2026*
- The Complete Copywriting Course: Write To Sell Like A Pro - *Udemy . Issued Mar 2021*

SKILLS

- Paid Advertising Strategy - Google Ads, Facebook Ads, and LinkedIn Ads.
- Conversion Rate Optimization (CRO) - Landing pages, ad creatives, A/B testing, and user flows to maximize conversions.
- Analytics & Data Interpretation - Google Analytics, Adobe Analytics, Google Tag Manager.
- Budget Management - Manage advertising budgets efficiently & allocate spend based on data to maximize ROI.
- Customer Acquisition & Retention - Drive new customer acquisition through paid media, focusing on retention.
- SEO & SEM Knowledge - Understanding of organic (SEO) and paid (SEM) search strategies.
- Audience Segmentation & Targeting - Audience segments based on demographics, interests, behavior, likes & dislikes.
- Programmatic Advertising - Certified & Familiar with programmatic platforms like Google Display & Video 360 (DV360).
- Lead Generation - Generating high-quality leads and assist in nurturing them through the sales funnel.
- Reporting & Insights - Highlighting key metrics like CTR, CPA, ROI, and campaign success to stakeholders.
- MS Office - Proficient in Word, Excel, and PowerPoint.
- AI & Automation Tools: Using tools like ChatGPT to automate tasks, create ad copy, and enhance campaign performance.

EDUCATION

- Fergusson College, Pune University – Pune, Maharashtra
  Bachelor of Computer Science - 2017
- St. Vincent's Junior College, Maharashtra Board – Pune, Maharashtra
  Physics, Chemistry, Maths, German - 2011
- St. Vincent's High School, Maharashtra Board – Pune, Maharashtra
  Completed in 2009