

Swapnil Barot

Google Ads & Performance Marketing Specialist

Surat, Gujarat, India | Open to remote roles with international teams

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PROFESSIONAL SUMMARY

Google Ads & Performance Marketing Specialist focused on paid media for Google Search and YouTube. Planned, launched and refined self-directed Google Ads campaigns, applying keyword research, audience targeting, bidding strategy and performance analysis. Practical campaign work includes Responsive Search Ad refinement, negative keyword management and device and placement analysis. Certified in Google Ads Search, Video, Measurement and Google Analytics.

GOOGLE ADS EXPERIENCE

Self-directed Search and YouTube campaign project | 2024

Health supplement affiliate advertising | ClickBank affiliate platform

Branded Search campaign

- Built a branded-only Search campaign using exact- and phrase-match keywords and Responsive Search Ads; analyzed Search Terms Reports and refined negative keywords.
- Refined Responsive Search Ad assets for message relevance; monitored Auction Insights and impression-share metrics to assess ad visibility and competitive positioning.
- Results included a 12.86% campaign click-through rate (CTR) and Quality Score 8+, with Above Average ad relevance and landing page experience ratings.

YouTube awareness campaign

- Launched skippable in-stream advertising targeting US audiences using Maximum CPV bidding, frequency capping, and demographic and device targeting.
- Recorded 649 views from 1,499 impressions, a 43.30% view rate.
- Compared desktop and mobile view rates (53.50% and 41.72%, respectively) and reviewed placement performance and video quartile retention.

CORE SKILLS

Search: Google Search Ads (PPC), keyword research, match type strategy, Responsive Search Ads (RSAs), negative keyword management, Search Terms Report analysis.

Video: YouTube in-stream ads, audience segmentation, interest-based and demographic targeting.

Optimization and analysis: Bidding strategy (Maximum CPV), Quality Score analysis, Auction Insights, device and placement analysis, competitor analysis, campaign reporting.

Tools: Google Ads, Google Keyword Planner, Google Analytics (GA4).

CERTIFICATIONS

Google Ads Search Certification | Google Skillshop | May 2026

Google Ads Video Certification | Google Skillshop | May 2026

Google Ads Measurement Certification | Google Skillshop | May 2026

Google Analytics Certification | Google Skillshop | June 2026

EDUCATION

Bachelor of Engineering in Computer Engineering | 2018–2022

Bhagwan Mahavir College of Engineering and Technology | Surat, Gujarat, India