

SANJEEB DEB

Paid Search Analyst

My Contact

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📍 Bangalore

🌐 [linkedin.com/in/sanjeebdeb](https://www.linkedin.com/in/sanjeebdeb)

Skills

- Google Ads
- Bing Ads
- Meta Ads
- Media Planning
- Amazon Search Ads
- LinkedIn Ads
- Yahoo Japan Ads
- Search Ads 360
- GA4
- GTM
- Advanced Excel
- Search console
- GMC
- Chat GPT
- Google & Microsoft Editors
- Insights Finder

Education Background

- Starex University, Gurgaon
Bachelor of Computer Applications
Completed in 2021
- Cotton University, Guwahati
Higher School Certificate
Completed in 2018
- Pranabananda Vidyamandir, Lumding
Secondary School Certificate
Completed in 2016

Certificate & Licences

- Google Ads Search
- Google Ads Pmax
- Google Ads Display
- Google Ads Shopping
- Google Ads Video
- Google Analytics
- Google Tag Manager
- Bing Ads – Search

About Me

- Results-driven Paid Media Analyst with 4.5 years of experience in executing and optimizing global campaigns across Google Ads and Bing Ads to drive performance and ROI.
- Improved **CVR by 55%** for multiple brands by optimizing ad copy, refining targeting strategies, and implementing data-driven A/B testing.
- Achieved a **5.5x improvement in ROAS** through strategic budget allocation, bid optimization, and creative enhancements.
- Worked with **Fortune 500 companies** and led end-to-end SEM strategy for **D2C brands**, scaling campaigns through performance optimization, budget management, and full-funnel execution.
- Leveraged SA360 to streamline campaign workflows and minimize manual platform dependency.
- Mentored and supervised a team of 2 SEM Executives, ensuring compliance with internal processes, maintaining campaign execution accuracy, and upholding operational excellence across accounts

Experience



Assembly Global
Paid Search Analyst

Oct 2024 – Present

Key responsibilities:

- Managed a \$6M quarterly SEM budget across EMEA, optimizing campaigns across Google Ads, Search Ads 360, and Microsoft Advertising to improve CPA and ROAS.
- Executed continuous campaign optimization through bidding strategy refinement, keyword targeting, and ad copy improvements to enhance performance and efficiency.
- Analyzed performance data and delivered actionable insights through KPI reporting (CTR, CVR, CPA, ROAS) to support strategic decision-making.
- Built and optimized campaign structures including keyword segmentation, match types, negative keywords, ad extensions, and conversion tracking implementation.
- Conducted A/B testing across ad copy, bidding strategies, and landing pages to identify high-performing variations and improve results
- Managed budget pacing, forecasting, and promotional campaign execution while ensuring compliance with timelines and business objectives.
- Supported client communication and QBRs by presenting performance insights and strategic recommendations.

Hobbies

- Web Surfing
- Watching Web Series
- Playing Table Tennis
- Fitness
- AI Tools



Qlikmatrix SEM & Analytics
Senior SEM Analyst

Oct 2021 – Oct 2024

Key responsibilities:

- Managed SEM campaigns across APAC, EMEA, and NAM regions using Google Ads and Microsoft Ads
- Executed global campaigns across Search, Shopping, Display, Video, DGen and Performance Max.
- Utilized SA360 to streamline campaign management and reduce platform dependency.
- Collaborated with cross-functional internal teams to align SEM strategy with business goals and share campaign insights.
- Developed and implemented A/B testing and experimentation strategies focused on bidding, keywords, creatives, and landing pages.
- Conducted account audits and monitored spend to identify optimization opportunities and make data-driven budget decisions.
- Managed campaigns in bulk using tools such as Google Ads Editor, Microsoft Advertising Editor, and Yahoo Editor.
- Oversaw SEM activities for a Fortune 500 company, ensuring alignment with key performance indicators (KPIs).
- Created and analyzed reports to monitor performance, pacing, conversion tracking, ROI, and other KPIs.



Sai Mehar Media LLP
Social Media Intern

Jun 2021 – Sep 2021

Key responsibilities:

- Responsible for managing company's social media accounts on various platforms like Facebook, Instagram, LinkedIn & Twitter.
- Managed and Optimized Meta ads Campaigns and Pixel Setup
- Responsible in managing their 2 websites based on WordPress.