

Biswanath Shaw

Media Buyer | Ad-Tech - Digital Media | PPC & SEM Expert |

Email: biswanathshaw17@gmail.com | Mob: +91-9883061722 / +91-9123698646

PROFESSIONAL SUMMARY

- 13+ years of progressive experience in paid media, traffic arbitrage, and media buying.
- Proven track record of delivering scalable campaigns across Google, Meta, Bing, YouTube, Native Ads, and programmatic channels.
- Skilled in managing teams, optimizing large budgets, and using analytics to drive ROI.
- Tools: DV360, Google Ad Manager, Meta Ads, Bing Ads, Taboola, ClickFlare, SpyFu, SEMrush, Power BI, Google Analytics.

CORE COMPETENCIES

- Paid Media Strategy | Traffic Arbitrage | Media Buying | Online Advertising
- Google, Facebook, Native & DV360 Programmatic Advertising across available inventory
- Knowledge of both auction based and guaranteed inventory campaign setup and optimizations
- Lead Generation | Campaign Optimization | P&L Ownership | Budgeting | Reporting
- Google Analytics | Power BI | Dashboard creation | A/B Testing

PROFESSIONAL EXPERIENCE

Manager – Media Buying | AdMedia.com

Remote | Sep 2024 – Mar 2025

- Developed global Paid Search and Display campaign strategies for channels such as Google, Meta and Bing, ensuring alignment with broader marketing objectives and overall business goals.
- Oversaw brand budget allocation and set performance benchmarks for display, video and paid search channels.
- Managed the end-to-end process of campaign creation and execution, including media plan development, campaign setup in Google ads editor and DV360 platform, daily performance checks, daily/weekly reporting, and ongoing optimizations.
- Conducted quarterly reviews to evaluate performance and refine strategies based on market trends and KPIs.
- Managed all aspects of B2B PPC campaigns, including search, display, paid social, and retargeting initiatives.
- Led lead-generation testing efforts across paid search channels on Google and Bing.
- Managed advertising budgets, optimized bidding strategies, and tracked ROI for paid campaigns.
- Oversaw paid ad campaigns on major search engines, including Google and Bing, and analyzed campaign performance using Google Analytics, Search Console, and various third-party tools.

Manager – Digital Marketing | Media.net

Mumbai | Sep 2016 – Jun 2024

- Directing a team of campaign managers, ensuring adherence to best practices for all paid media campaigns across leading online platforms and networks
- Managing high-budget search, social and display ad campaigns on a daily basis, optimizing performance and driving results
- Taking charge of P&L for all running ad campaigns, managing both advertiser & publisher accounts to achieve profitable growth
- Maximizing team members' profitability and value to the business by strategically allocating resources and leveraging their strengths
- Collaborating closely with design, content, and tech teams to create custom landing pages and develop in-house marketing dashboard tools for enhanced monetization solutions
- Pioneering recommendations and executing strategies for competitive keywords, campaign structuring, and audience remarketing across search, display, and social networks
- Ensuring timely launch of all paid campaigns and maintained active oversight throughout the performance, optimization, troubleshooting, and reporting stages
- Consistently delivering profits and positive results in the arbitrage revenue model on a daily basis
- Implementing daily PPC account management on Google Ads, Meta Ads , optimizing performance and driving results
- Monitoring keyword bids, impression share, quality score, account structure, ad copy, remarketing, landing page optimization, and other vital account metrics/KPIs
- Updating large keyword lists efficiently, utilizing editor and inhouse tools for streamlined operations
- Increasing ROI within budget constraints, providing recommendations to clients & facilitating the achievement of optimum results
- Generating comprehensive weekly and monthly reports, highlighting key metrics, tracking goals and revenue, and showcasing the success of paid search initiatives
- Collaborating closely with group leads to facilitate effective client communication, addressing inquiries, providing updates, and ensuring client satisfaction

SEM Analyst | Lee and Nee Software (Exports) Ltd.

Kolkata | May 2014 – Aug 2016

- Perform daily PPC account management on Google AdWords, Bing, FB, LinkedIn & YouTube.
- Monitoring keyword bids, impression share, quality score, account structure, ad-copy, remarketing, landing page optimization, attribution data and other important account metrics/KPIs.
- Manage and maintain updates for large keyword lists, use of AdWords editor.
- Maximizing ROI within a tight and limited budget. Provide recommendations to client and help achieving optimum results.
- Email marketing, display advertising, competitor analysis, SEO, SEM, Online Reputation Management. & Social Media Marketing.
- Managing Google AdSense account for clients, creating Ad Units, ad inventory management etc.
- Google Analytics set up with its various features like event tracking; funnel setup, ecommerce tracking, goal setup, custom reporting, alerts and many more.
- Weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.

SEO Analyst | mWare Technologies

Kolkata | Sep 2013 – Mar 2014

- Executed SEO/PPC campaigns; provided website optimization and traffic insights.
- Analyzed performance using GA and custom reporting dashboards.
- Handled direct client communications for performance discussions.

SEO Executive | SBR Technologies Pvt. Ltd.

Kolkata | Jun 2012 – Aug 2013

- Managing PPC accounts of various domestic and international small & mid-sized client's projects.
- Complete On page and Off Page SEO implementation and maintenance of assigned projects.
- Online Reputation Management, Review Sharing, Guest Blogging, Local Business Listings etc.
- Engaged in various traditional bulk submission works like article posting, directory posting, blogposting, PR and many more...
- Also responsible for writing small contents like classified ads, directories, bookmarking, reviewsetc.
- Engaged in client communication under the guidance of group leads.
- Responsible for managing and overseeing proper work distribution among my team members on daily basis.
- Responsible for checking and validation of completed work by the team members before preparation of final client report.

EDUCATION

- Master of Computer Applications (MCA, Full time), ICFAI University, Hyderabad – 2008–2011
- Bachelor of Commerce (B.Com Hons.), Calcutta University, Kolkata – 2003–2006

CERTIFICATIONS

- Advanced Online Advertising Program (AOAP 2014) by NIIT Imperia & Google India Pvt. Ltd.
- Graded 'Excellent' – covered Google PPC, Ad Metrics, Business Models, and Web Analytics.

ACHIEVEMENTS

- 1st Place in Table Tennis – Twice at ISIT Annual Sports Meet.
- Awarded Best Performer – 4 times at Lee and Nee Software.
-

PERSONAL DETAILS

- Hobbies: Travelling, Playing Table Tennis, Spending good Family Time.

Location :

Kolkata

Signature

Biswanath Shaw