

SUNANTHA POTANG

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PROFESSIONAL SUMMARY

Paid media specialist with hands-on experience building, managing, and troubleshooting Google Ads and Meta Ads campaigns for nonprofit and freelance clients. Skilled in campaign structure, keyword strategy, conversion tracking, performance reporting, budget management, and translating client goals into actionable advertising strategies. Detail-oriented and analytical, with a strong paid search foundation and ability to quickly learn new platforms.

CORE SKILLS

Core Stack: Google Ads, Meta Ads, Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Sheets, Systeme.io, WordPress, ChatGPT, Claude, Gemini

Functional Skills: Campaign Setup & Execution, Keyword & Negative Keyword Research, Bid & Conversion Strategy, Campaign QA & Tracking Validation, UTM Parameter Tracking, Performance Reporting, Ad Copywriting

Domain Knowledge: Nonprofit / NPO Campaign Compliance (Google Ad Grants), Client Discovery & Strategy Translation, SEO Fundamentals

CERTIFICATIONS AND TRAINING

- Google Ads Search Certification - Google Skillshop, May 2026 - May 2027
- Google Analytics Certification - Google Skillshop, May 2026 - May 2027
- Digital Marketing Career Blueprint Program, July 2024 - Present

EXPERIENCE

Google Ads Grant Intern | Saath Charitable Trust | Remote June 2026 - Present

- Met with the client via Zoom to translate program goals, target audience, and geographic focus into campaign strategy before building
- Built campaign account structure, tightly themed ad groups, and Responsive Search Ads aligned with relevant landing pages
- Configured a \$10,000 per month grant-funded campaign budget, location targeting, and negative keyword strategy
- Reviewed conversion setup and audited keyword eligibility, campaign settings, and bidding strategy to troubleshoot delivery
- Maintain and monitor the nonprofit's Google Ads Grant account on an ongoing basis
- Communicated progress and secured client approval at each campaign planning milestone via email and Zoom

Digital Marketing Specialist | Freelance | Remote July 2024 - Present

- Build and audit Google Ads Search campaigns, including campaign structure, ad groups, match types, negative keywords, and landing page alignment
- Managed a Google Ads lead-generation campaign that produced 1,160 impressions, 69 clicks, a 5.96% CTR, and a \$0.99 average CPC
- Generated 3 verified leads from \$68.51 in ad spend, achieving a 4.35% lead conversion rate and approximately \$22.84 cost per lead
- Built a Systeme.io funnel with UTM tracking, verified through GTM and GA4 to validate lead-source accuracy
- Build and launch WordPress websites, applying SEO fundamentals including clean URLs, page structure, and mobile optimization

Electro-Mechanical Assembler | Wenzel Associates | Austin, TX July 2023 - Present

- Assemble precision components for printed circuit card assemblies used in defense and aerospace applications
- Follow technical procedures, documentation, and quality specifications with strong attention to detail
- Troubleshoot assembly issues and maintain consistent, structured production standards