

SUNANTHA POTANG

Google Ads Specialist | PPC Specialist | Paid Search

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PROFESSIONAL SUMMARY

Google Ads Search-certified PPC specialist with a Google Analytics certification and hands-on experience in paid search, campaign structure, keyword strategy, ad copywriting, performance monitoring, conversion-tracking diagnosis, and Google Ad Grants. Experienced in translating nonprofit and independent project goals into practical advertising strategies.

Tools I Use: Google Ads, Google Analytics 4, Google Tag Manager, Tag Assistant, Google Sheets, Meta Ads Manager, Systeme.io, WordPress

PPC SKILLS

Campaign Setup, Keyword Research, Negative Keywords, Responsive Search Ads, Bid Strategy, Location Targeting, Campaign QA, Conversion Tracking, Performance Reporting, Google Ad Grants Compliance

EXPERIENCE

Google Ads Grant Intern | Saath Charitable Trust | Remote

June 2026 - Present

- Built and launched a grant-funded Google Ads Search campaign with a budget capacity of \$10,000 per month by translating Saath's program goals, audiences, and geographic priorities into a structured advertising strategy.
- Organized the campaign into 3 tightly themed ad groups covering skill development, volunteer opportunities, and education support, with Responsive Search Ads aligned to relevant landing pages.
- Strengthened traffic quality and Google Ad Grants compliance by auditing keyword eligibility, adding negative keywords, refining campaign settings, and applying presence-based targeting across Gujarat and Maharashtra.
- Prevented inaccurate donation reporting by identifying that successful Razorpay donors were redirected to Saath's regular homepage, making completed donations indistinguishable from ordinary homepage visits.
- Recommended implementing a GA4 purchase event or dedicated donation thank-you page and paused further Google Ads changes until the website developer completes the tracking solution.
- Continue to monitor campaign performance and communicate recommendations, technical findings, and next steps to the client through Zoom meetings and email.

Digital Marketing Specialist | Chanting Life | Remote

2025 - Present

- Generated 69 clicks from 1,160 Google Ads impressions, achieving a 5.95% CTR and \$0.99 average CPC by planning, building, and managing a targeted Search campaign.
- Generated 3 verified leads from \$68.51 in Meta ad spend, achieving a 4.35% conversion rate and \$22.84 cost per lead by launching a lead-generation campaign promoting a free beginner chanting guide.
- Built an automated lead-capture funnel in Systeme.io with a landing page, thank-you page, and email follow-up sequence to support the Meta Ads campaign.
- Strengthened campaign measurement across Google Ads and Meta Ads by implementing UTM parameters and validating traffic and conversion tracking through Google Tag Manager and GA4.
- Built and launched the Chanting Life WordPress website using SEO-friendly URLs, organized page structures, and mobile-responsive design to support paid and organic traffic.

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