

## Priya Nair

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## Professional Summary

Marketing Manager with 6+ years of experience leading digital campaigns, brand strategy, and product marketing across FMCG and tech industries. Skilled in driving customer acquisition, managing multi-channel campaigns, and leading high-performing teams. Proven track record of increasing brand awareness and revenue growth through innovative marketing strategies.

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## Core Skills

- Digital Marketing (SEO, SEM, PPC, Social Media, Email Marketing)
  - Brand Strategy & Positioning
  - Market Research & Consumer Insights
  - Google Analytics, HubSpot, Salesforce CRM
  - Campaign Management (Meta Ads, Google Ads, LinkedIn Ads)
  - Leadership & Cross-Functional Collaboration
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## Professional Experience

### Marketing Manager | Hindustan Unilever Ltd. – Mumbai, India

 Jan 2021 – Present

- Designed and executed integrated marketing campaigns for FMCG products, resulting in a **25% increase in sales revenue**.
- Managed a ₹2 Cr annual marketing budget across digital and offline channels.
- Led a 5-member marketing team to launch new products, achieving **35% faster adoption rate** than projections.
- Optimized SEO and PPC campaigns, boosting website traffic by **40% in 6 months**.

### Digital Marketing Specialist | Zomato – Gurugram, India

 Jun 2017 – Dec 2020

- Ran performance marketing campaigns across Facebook, Instagram, and Google Ads, reducing CPA by **18%**.
  - Developed email marketing strategies that increased customer engagement by **27%**.
  - Conducted A/B testing for creatives, improving conversion rates by **15%**.
  - Collaborated with product and sales teams to align brand voice across all touchpoints.
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## Education

### **MBA in Marketing**

Indian Institute of Management (IIM) Ahmedabad | 2017

### **B.Com in Marketing Management**

University of Mumbai | 2015

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## Projects & Achievements

- **Product Launch Campaign (2022):** Spearheaded the launch of a new skincare line, reaching 5M+ consumers via social media.
  - **Rebranding Project (2019):** Led rebranding initiative at Zomato, improving brand recall by **30%**.
  - **Award:** Winner of “Top 50 Digital Marketers in India” by CMO Asia (2021).
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## Certifications

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Meta (Facebook) Blueprint Certification