

PRIYA PATEL

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Location: Mumbai, India

## PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 4 years of experience in SEO, content marketing, and paid advertising. Expertise in Google Ads, Facebook Ads, and marketing automation.

## EXPERIENCE

Digital Marketing Manager | BrandBoost Agency | Mumbai

March 2022 - Present (2.5 years)

- Manage digital marketing campaigns for 15+ clients across industries
- Increased organic traffic by 150% through SEO optimization
- Managed monthly ad budget of ₹20 lakhs with 4.5x ROI
- Led team of 4 marketing specialists
- Tools: Google Analytics, Google Ads, Facebook Ads Manager, SEMrush, Ahrefs

Marketing Executive | GrowthHackers Inc | Pune

June 2020 - Feb 2022 (1.8 years)

- Executed social media marketing campaigns across platforms
- Created content strategy resulting in 200% follower growth
- Managed email marketing campaigns with 25% open rate
- Tools: Hootsuite, Mailchimp, Canva, HubSpot

Marketing Intern | Digital Dynamics | Delhi

Jan 2020 - May 2020 (5 months)

- Assisted in social media management and content creation
- Conducted market research and competitor analysis
- Tools: Buffer, Google Analytics

## EDUCATION

MBA in Marketing

NMIMS Mumbai

2018 - 2020 | CGPA: 8.2/10

Bachelor of Commerce

Delhi University

2015 - 2018 | Percentage: 78%

## SKILLS

- Digital Marketing: SEO, SEM, Google Ads, Facebook Ads, LinkedIn Ads
- Analytics: Google Analytics, Google Tag Manager, Data Studio
- Content: Content Marketing, Copywriting, Email Marketing
- Tools: SEMrush, Ahrefs, Mailchimp, HubSpot, Hootsuite
- Design: Canva, Basic Photoshop
- Languages: English (Fluent), Hindi (Native)

## CERTIFICATIONS

- Google Ads Certification (2023)
- HubSpot Inbound Marketing Certification (2022)
- Google Analytics Individual Qualification (2021)

## ACHIEVEMENTS

- Generated ₹50 lakhs in revenue through lead generation campaigns
- Reduced cost-per-lead by 35% through campaign optimization
- Won "Best Marketing Campaign" award at BrandBoost (2023)