Priya Sharma

Digital Marketing Specialist

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Summary

Results-oriented Digital Marketing Specialist with 6 years of experience in developing and executing comprehensive digital strategies that drive brand awareness, lead generation, and customer engagement. Proficient in SEO, SEM, social media marketing, content creation, email campaigns, and analytics. Passionate about leveraging data to optimize campaigns and achieve measurable ROI.

Experience

Digital Marketing Lead | GrowthHack Marketing Agency, Mumbai, India

August 2021 – Present

\* Developed and managed digital marketing campaigns for 8+ diverse clients, achieving an average 40% increase in website traffic and 25% boost in lead conversion rates.

\* Led SEO strategies, conducting keyword research, on-page optimization, and technical audits, resulting in 1st-page rankings for key client keywords.

\* Managed Google Ads (PPC) campaigns with monthly budgets up to INR 5 Lakh, consistently exceeding ROI targets by 15%.

\* Designed and executed social media content strategies across LinkedIn, Instagram, and Facebook, increasing engagement rates by 35% on average.

\* Utilized Google Analytics and SEMrush for performance tracking, reporting, and identifying optimization opportunities.

Marketing Executive | BrandBuilders India, Pune, India

June 2018 – July 2021

\* Assisted in the planning and execution of integrated marketing campaigns, including email marketing (Mailchimp), content creation (blog posts, infographics), and social media management.

\* Analyzed campaign performance data to provide insights and recommendations for optimization.

\* Created compelling marketing copy for website, landing pages, and advertisements.

\* Conducted market research to identify trends and competitor strategies.

\* Managed company's blog, increasing organic reach by 20% within one year.

Skills

\* Digital Marketing: SEO (On-page, Off-page, Technical), SEM (Google Ads, Bing Ads), Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter), Content Marketing, Email Marketing, Lead Generation, A/B Testing.

\* Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Mailchimp, HubSpot, WordPress, Adobe Creative Suite (Basic).

\* Analytics & Reporting: Data Analysis, Performance Tracking, ROI Analysis, Campaign Optimization.

\* Soft Skills: Creative Thinking, Communication, Market Research, Adaptability, Problem-Solving, Project Coordination.

Education

Bachelor of Business Administration (BBA) in Marketing

Delhi University, Delhi, India | 2018

