

PRIYA BHADURIA

Digital Marketer

PROFILE

A talented and passionate digital marketer with hands-on experience in Google Analytics, SEO and other social marketing platforms tools. Exceptional operation management skills with a strong ability to work independently and compelling communication with great interpersonal skills.



JAIPUR



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EDUCATION

Master Of Science: Information
Technology
University of Rajasthan 2016

Bachelor Of Science: Information
Technology
MJRP University 2013

SKILLS

GOOGLE ANALYTICS
SMS/EMAIL MARKETING
GOOGLE ADS
OPERATION MANAGEMENT
HTML

EXPERTISE

SEO
SOCIAL MEDIA
FACEBOOK CAMPAIGNS
CUSTOMER SERVICE

EXPERIENCE

MANAGER

- Boosted traffic to the website by approx. 35% from 5000 to 8000.
- Directed execution of performance campaigns that increased the ROAS by 40% and average conversation rates by 50%.
- Defined and implemented group social media strategy, increasing community size by over 200%.
- Created alternative business plans to improve customer relationships.
- Increased Facebook, Instagram followers, and engagement by 200%.
- Day-to-day social media content management for otootutions.com.
- Increased monthly sales from more than 10 times in less than 6 months.

PADHAI
HELP PVT.
LTD.

2019-2021

EXPERIENCE

CUSTOMER SERVICE ASSOCIATE

- Conferred with customers about concerns with products or services to resolve problems and drive sales.
- Amazon.us offshore merchant support and Website content Management.
- Informed customers about special promotions and provided detailed information for various products.

**TELEPERFOR
MANCE**

2018-2019

MARKETING AND COMMUNICATIONS MANAGER

- SEO/SMM for JECC website, social media platforms, website hygiene.
- Aligned activities with corporate objectives by coordinating marketing, sales, and IT processes.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Client Servicing - Data analysis and Reporting
- Event Management: Crossblade Concert, JJS, JAS
- Analyzed and reported marketing data, including trends, web traffic patterns, and engagement.

**JAIPUR
EXHIBITION
AND
CONVENTION
CENTER,**

2017-2018

DIGITAL MARKETING ANALYST

- Analyze the key performance issue and helps in new client acquisition in a meaningful way.
- Initiated market research studies and analyzed findings.
- Worked with team to design organic campaigns and Email marketing campaigns to increase website traffic and sales.
- Researched, analyzed, and reported keyword optimization and trends.
- Managed organic and paid social media content campaigns to build a customer base, including content ideation, photography, and community engagement.
- Monitored and analyzed campaigns to determine success.
- Wrote blog content that increased audience engagement by 5% each month.
- Regularly updated and managed company website.

**RMG MART
INDIA PVT
LTD**

2016-2017