

## Resume 28: Digital Marketing Analyst

Pooja Krishnan Email: [pooja.krishnan@email.com](mailto:pooja.krishnan@email.com) Phone: +91-7654321098

Summary: Digital Marketing Analyst with 3 years of experience in data-driven marketing campaigns, SEO/SEM, and social media analytics. Strong analytical skills with proficiency in marketing tools and platforms.

Skills: Google Analytics, Google Ads, Facebook Ads, SEO, SEM, Python, SQL, Excel, Tableau, A/B Testing, Content Marketing

Experience: Digital Marketing Analyst – MarketPro Agency (2022-2024)

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Analyzed marketing campaign performance and ROI for multiple clients

Implemented SEO strategies improving organic traffic by 150%

Created automated reports using Python and Google Analytics API

Conducted A/B tests optimizing conversion rates by 25%

Marketing Coordinator - DigitalEdge Solutions (2021-2022)

Managed social media campaigns across multiple platforms

Analyzed website traffic and user behavior using analytics tools

Created content marketing strategies and performance dashboards

Education: MBA in Digital Marketing - Symbiosis International University (2019-2021)

B.Com - Delhi University (2016-2019)

Projects:

Marketing Automation: Python scripts for campaign performance tracking

SEO Optimization: Complete website audit and optimization strategy

Social Media Dashboard: Real-time analytics dashboard using Tableau

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