

# PRIYADARSHNI SHUKLA

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## CAREER OBJECTIVE

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The Professional Digital Marketing practitioner produces content management and designs creative social media strategies with analytical data used for concept development. The professional maintains digital marketing certification and demonstrates complete understanding of digital operations through their abilities to segment emails and research competitors and online engagement approaches. The performance analysis of market engagement allows me to coordinate teams and maintain customer contact which leads to enhanced brand visibility and user engagement.

## EDUCATION

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**Professional Certification in Digital Marketing**  
DigiSkole

**2023**

**Bachelor of Commerce**  
University of Lucknow, 2022

**2022**

## WORK EXPERIENCE

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**British School of Language**  
**Operations & Communication Coordinator (Social Media Role)**

**September 2023 - March 2025**

- Managed structured content for digital channels, leading to a 15% increase in website traffic and 40% growth in public engagement.
- Oversaw digital touchpoints to improve reporting systems and online accessibility.
- Conducted market and competitor research to identify trends and inform content strategy.
- Utilized email segmentation and A/B testing to improve audience targeting and engagement.

**Komal Industries**  
**Management Trainee**

**August 2022 - February 2023**

- \* Collaborated with cross-functional teams in marketing, finance, and operations.
- \* Led project coordination initiatives, enhancing team efficiency by 15%.
- \* Analyzed operational data for strategic reporting and business insights.
- \* Presented insights to stakeholders, enhancing internal decision-making and alignment.

## ACHIEVEMENTS

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- Completed TCS Youth Employment Program – Developed job-readiness and business communication skills.
- Held in Mathematics & Erudite Olympiads – Showcased analytical and problem-solving abilities.
- Winner of Sewa Sankalp Essay Competitions – Recognized for strong writing and critical thinking.

## CORE SKILLS

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- \* Social Media Strategy & Management
- \* Digital Content Creation
- \* Email Marketing & Segmentation
- \* Marketing Analytics & Reporting
- \* Competitor & Market Research
- \* Customer-Centric Communication
- \* MS Office (Excel, PowerPoint, Word)

## REFERENCES

Reference is available upon reference.