



# HARI PRIYANKA S

## Digital Marketing Specialist

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### ABOUT ME

Data-driven digital marketing professional with hands-on experience in ABM, performance campaigns, and lead engagement. Skilled in tools like Google Analytics, Canva, WordPress, and LinkedIn outreach. Strong at crafting targeted messaging, optimizing campaign performance through A/B testing and metrics tracking, and driving qualified B2B leads.

### WORK EXPERIENCE

#### LeadStrategus Private Limited - Digital Marketing Specialist

JUN 2024 - MAY 2025

- Executed ABM campaigns for high-value B2B accounts using LinkedIn, email, and phone outreach; boosted lead engagement through content personalization and persona targeting.
- Delivered weekly campaign insights via dashboards and collaborated with sales teams to align funnel strategies and optimize lead nurturing.

#### Kambaa Incorporation - Business Analyst Intern

JUL 2023 - SEP 2023

- Conducted comprehensive SWOT analysis to identify strengths, weaknesses, opportunities, and threats for Kambaa Incorporation.
- Contributed to competitor research, enhancing strategic insights for business development.
- Developed structured analysis skills and business research techniques that supported strategic decision-making.

#### VConnect Media - Digital Marketing Intern

OCT 2021 - JAN 2022

- Managed and optimized Facebook and Instagram pages, contributing to improved brand engagement and a measurable increase in campaign reach.
- Assisted in executing targeted ad campaigns and supported A/B testing to refine strategies and enhance performance outcomes.
- Gained hands-on experience in social media management, content planning, and tracking key performance metrics.

### EDUCATION

#### KUMARAGURU COLLEGE OF TECHNOLOGY - BUSINESS SCHOOL

2022 - 24

MBA (GENERAL)

#### KG COLLEGE OF ARTS AND SCIENCE

2019 - 22

BACHELOR OF COMMERCE - COMPUTER APPLICATIONS

### TECHNICAL SKILLS

- **Analytics & Tracking:** Google Analytics, Google Search Console, Google Tag Manager
- **Email & Outreach:** Mailchimp, HubSpot (Basic), LinkedIn Sales Navigator, Hunter.io, EasyLeadz
- **Content, Ads & Design:** WordPress, Canva, Google Ads (Basics), Meta Business Suite
- **Execution & Performance:** Google Sheets, Lead Generation, SEO Audit Tools (SEMrush), Google Keyword Planner, Competitor Analysis, Post Scheduling (Buffer)

### CERTIFICATIONS

- Fundamentals of Digital Marketing – **Google**
- Google Analytics for Beginners – **Google**
- Digital Marketing Certificate – **Blue Digital Media**
- Email Marketing for Beginners – **Udemy**
- Google Ads for Beginners – **Google**

### GUIDED PROJECTS

- Google Ads – **Coursera**
- Email marketing using MailChimp – **Coursera**
- Google Analytics – **Coursera**