

## Priyanka Dutta

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### Career Objective-

I want to work for a company that gives me the opportunity to contribute my skills and knowledge to the organization's growth. I am a young, articulate, and quick-thinking individual with a knack for online communication and relationship building.

### Academic Background-

	<u>Board</u>	<u>Year Of Passing</u>
<b>Graduation B.A (H)</b>	Delhi University	2019
<b>Intermediate</b>	C.B.S. E	2015
<b>High School</b>	C.B.S. E	2013

### Experience:

- Digital Marketing Executive at Deepak Singh Marketer, Dwarka (Nov. 2021- Apr 2023)

**Job Profile:** To assist the team and clients on SMO, email marketing, WordPress, social media, Google Ads, YouTube Ads, and coordinate directly with clients.

- Social Media Expert at StockProTM, Gurugram (July 2020- Oct 2020)

**Job Profile:** Worked on SMO, email marketing, and social media.

### Project Highlights and Earnings:

<u>Project Name</u>	<u>Domain</u>	<u>Total Budget</u>	<u>Total Revenue</u>
Bars of Beauty	barsofbeauty.in	3,00,000	21,00,000(7x)
Women Wear Saree	silkal.in	2,00,000	14,00,000 (7x)
Coffee Brand	hocco.shop	1,00,000	5,00,000 (5x)
Karate Feed	karatefeed.com	500(Daily Budget)	150(Leads per day)
Handwriting Course	online.udca.in	3,00,000	5,27,000

## **Core competencies & skills:**

- Google Ads to advertise and promote products and services based on relevant keywords.
- Actively working on publishing multiple Facebook campaigns.
- I am working on WordPress to host and build websites as a beginner.
- Working on YouTube Ads to maximise user reach.
- Competitor Research to analyse the marketing strategies of the companies operating in a given market.
- Email Marketing to promote business's products or services.
- Working on PPC Campaigns
- Keyword Optimization to analyse and select the best keywords to target to drive qualified traffic from search engines to our website.
- Worked on product promotion.
- User Engagement to measure whether users find value in our product or service.
- Creative Social Media Visuals by using video, images, and other visual content (like infographics) to help our messages stand out from the noise and clutter to more effectively reach our audience.
- Marketing Insights to deeply understand consumers, customers, competitors, and the industry in general.
- Social Media Presence to boost visibility to potential customers and clients on multiple relevant social media platforms.
- Brand Consistency to deliver messages that are aligned with the identity and values of a brand.
- Decision-Making skill to select between two or more alternatives to achieve the best outcome in the shortest time.

## **Interests:**

- Social Networking
- Cooking
- Travelling
- Music

## **Contact & Other Details:**

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