

PRIYESH KHANDELWAL

Digital Marketing

CONTACT

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PROFILE SUMMARY

Dedicated Digital Marketing Specialist with 3+ years of experience in SEO, SEM, and Paid Ads. Adept at driving measurable results through **Google Ads, Meta Ads, and Strategic Campaign Management**. Skilled in creating and optimizing digital marketing strategies, leveraging data analysis to improve ROI, and ensuring website hygiene and performance.

EDUCATION

2018 - 2021
PUNE UNIVERSITY

- Bachelor of Commerce (B.Com)

2024 - 2026
MIT COLLEGE, PUNE

- PGDM in Marketing Management

WORK EXPERIENCE

Seydeltech India Pvt Ltd

OCT 2023 - FEB 2025

Digital Marketing Executive (Paid Ads & SEO)

- Analyze performance data to identify trends and patterns to improve campaign effectiveness.
- Monitoring competitor activity to identify any new strategies that may affect business goals.
- Analyze performance data and optimize campaigns for better performance.
- Continually monitor, revise, and conduct Landing Page Test and Optimization.
- Maintaining Cost with optimum Bid Management of the Keywords.
- Controlling Average CPC (Cost/Clicks) of the Campaigns by improving CTR (Click through Rate)
- Conduct demographic, keyword, and other research related to campaign setup.
- Created reports for management on key metrics such as revenue generated by each client and campaign performance.

Seagull Advertising

Oct 2022 - July 2023

SEO Executive (SEO & SEM)

- Managed SEM campaigns across various industries, improving ROI by 30%.
- Conducted competitor analysis and implemented strategies that boosted website rankings on SERPs.
- Produced SEO-friendly content for blogs and landing pages, enhancing user engagement.
- Delivered detailed analytics reports to clients, highlighting campaign successes and improvement areas.

Polyscripts InfoTech Pvt Ltd.

Mar 2021 - Aug 2022

Digital Marketing Executive (SEO & SEM)

- Developed and executed SMM strategies, increasing brand visibility by 45%.
- Coordinated with design teams to produce impactful creatives for ads and social media posts.
- Monitored and improved ad performance through A/B testing and budget optimization.

SKILLS

- Paid Advertising:** Google Ads (PPC), Meta Ads, Search Engine Marketing
- SEO Expertise:** On-page, Off-page, and Technical SEO, Content Optimization
- Analytics & Tools:** Google Analytics, Google Search Console, Google Tag Manager
- Digital Marketing:** Social Media Marketing, Content Marketing, Competitor Analysis