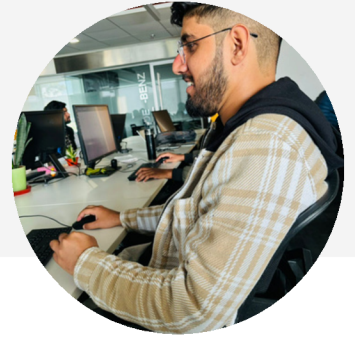


PIYUSH DIMRI

SENIOR ANALYST DIGITAL MARKETING



+91 7895623650

pdimri123@gmail.com

157/18 Society Area Clement town, Dehradun, Uttarakhand

PROFILE

I am a qualified and professional Digital marketing expert with 3 years of experience in SEO, Email Marketing, and Google Ads. I am Skilled in optimizing website performance, crafting targeted email campaigns, and managing PPC advertising to achieve measurable business outcomes.

SKILLS

- SEO (On page & off page)
- Email Marketing
- Google Ads (PPC)
- Content Writting
- Wordpress Developer
- Magento
- Zendesk Ticketing
- Strong Communication

EXPERIENCE

SR. ANALYST DIGITAL MARKETING EBIZON

December 2021 - Present

- Executed SEO strategies, boosting organic traffic and keyword rankings.
- Conducted keyword research and competitor analysis for content optimization.
- Collaborated on SEO-optimized content for blogs and landing pages.
- Designed email campaigns with high open and conversion rates.
- Implemented A/B testing to improve email and ad performance.
- Managed Google Ads campaigns, increasing CTR and ROI.
- Prepared campaign performance reports with actionable insights.
- Managed a team of 5+ members, ensuring seamless collaboration and timely delivery of digital marketing projects.

EDUCATION

SECONDARY SCHOOL

GRD Academy
2013 - 2015

BACHELOR OF TECHNOLOGY (COMPUTER SCIENCE)

Uttarakhand Technical Univeristy
2015 - 2019

TOOLS

- **SEO** - Google Analytics, Google Search Console, Semrush, Ahrefs, Screaming Frog, Yoast SEO, Wordpress
- **Email Marketing** - klaviyo, Mailchimp, Hubspot, Stripo, Canva, Email on acid, Brevo
- **Google Ads** - Google Ads Manager, Google Keyword Planner, Google Analytics