



## PRIYA DHAKAN

**DIGITAL MARKETING CONSULTANT** [ Canadian PR Holder]

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### CAREER SUMMARY

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Dynamic and performance-driven **Digital Marketing Specialist** with 3+ years of hands-on experience in Search Engine Optimization, Search Engine Marketing, In-bound Marketing using various analysis and result-proven techniques. Successfully implemented various Customer-centric Projects with a proven track record with strategic planning across Google ads, on-page, off-page and various other approach. Has a broad exposure in various industries such as Retail, Food, E-commerce.

### CORE PROFICIENCIES

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**Research & Analysis:** Website Analysis, Keyword Research, Competitor Analysis, Backlink Analysis

**On-Page Optimization:** Google webmaster Tools, Google Analytics, URL Structure Validation, Validate Page Status, Broken Link Checking, Image Optimization, Tag Optimization, H1 to H6 Tag Optimization, Title Tag, Meta Description & Meta Keyword, Optimization, XML & HTML Sitemap Generate, Robot.txt, Contents Optimization (With maintaining Keyword Density), Page Speed Optimization, SERP Snippet Optimization

**Off-Page Optimization:** Blog Creation, Bookmarking Submission, Business Listings, Profile Creation, Classified submission, Blog Posting, Comment Posting, Forum Posting / Question/Answer Posting, Video Posting, Article Submission, Press Release Submission, Document Creation & Sharing, Web Validation (by tools), Link Building, Image Creation & Submission, Infographic Creation & Submission

**Paid Marketing (PPC):** Google Ads (Create Campaign, Groups & Add Keywords, Dynamic Ads), Google AdSense, YouTube Ads, Video Ads, Universal Ads, Shopping ads, Gmail Ads

**SEO Reports:** Work Submission Report, Keyword Ranking Report (Google), Google Analytics Report, Backlink Report, Broken Link Report (For Check Error in Site), Google Ad Words Website Report

**Software and Tools:** MOZ, Canva, Woorank, GTMetrix, PageSpeed Insights, Siteliner, ahrefs, Semrush

### PROFESSIONAL EXPERIENCE

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Jul'18 – Aug'21

**Digital Marketing Consultant (SEO, SEM, Google Ads)**

PSK Technology

Singapore

- Conducting Keyword Market Research on target markets' searching habits (ex. Google Trend)
- Developing and optimizing meta tags
- Using ethical on-page and off-page SEO techniques to produce high rankings for numerous keywords for various portals
- Targeted specific areas in the city to market products depending on weekly sales reports
- Increased client profits by gaining's at least 2 new accounts weekly.
- Strengthened the SEO and keywords for the store online shopping website to ensure top google search
- Test Google AdWords for a high-quality score and organize SEM campaign reports
- Design, execute, and monitor PPC marketing campaigns across multiple networks

- Conduct multi-variant testing on creatives to optimize for CTR.
- Work effectively on teams or as an individual contributor
- Site traffic analysis and analytics, including Google Webmaster tools. Tracking and optimization of ad-campaigns with Google AdSense and Webmaster tools

## EDUCATION

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2013-2015                      Singhanian University                      India  
**Bachelor of Commerce**

## RELEVANT CREDENTIALS

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- Google Digital Garage – The Fundamentals of Digital Marketing