

Priya Dhakan

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SUMMARY

Experienced Paid Media Specialist with **three years** of managing high-performance, **AI-assisted** campaigns across **multi-channel paid media** spanning diverse industries (Renovation, Real Estate, Retail, Food, and E-commerce). I specialize in **optimizing ad spend** to drive targeted traffic, improve conversion rates, and **maximize ROI**, consistently delivering an **average portfolio-wide ROAS of 4.5x**. Skilled in data analysis (**GA4**), keyword research, and **PPC strategies**. Adept at working with cross-functional teams, I deliver performance-focused solutions that enhance brand visibility and ensure all advertising goals are met across **Google** and **Meta** platforms.

EXPERIENCE

Paid Media Specialist

Codal

September 2025 - Present, Austin, Texas

- Managed and optimized **\$80K–\$120K monthly ad spend** across Google Ads and Paid Social, improving **ROAS by 20–35%** through bid, keyword, and audience optimizations
- Conducted ongoing **A/B testing on ad copy and creatives**, increasing **CTR by 15–25%** and reducing **CPC by 10–20%**
- Drove lead generation and e-commerce conversions, consistently exceeding **CPA targets by 15–30%**

SEM Specialist

Espace Proprio (Initiative by Desjardins)

January 2022 - November 2023, Mississauga, Canada

- Developed and scaled targeted **SEM and PPC** campaigns, refining keyword strategies to drive qualified **leads** and increase campaign efficiency by 45%.
- Orchestrated full-funnel paid advertising across **Facebook, Instagram, TikTok, and LinkedIn**, increasing brand recognition and online visibility by 20–30%.
- Directed A/B testing on ad copy, creative, and landing pages, improving conversion performance and increasing **CTR by 50%**.
- Launched and optimized **Google Ads formats (Performance Max, Responsive Search, Display, Video)**, reducing blended **CPA by 68%**.
- Managed high-value multi-channel campaigns across diverse business units, consistently achieving objectives and maintaining a 4.5x ROAS.
- Led the migration of conversion tracking to **GA4 and GTM**, restructuring 50+ key performance events and improving reporting accuracy by 20%.

Digital Marketing Specialist

PSK Technology

January 2021 - January 2022, Singapore

- Engaged in collaborative **client-facing discussions** by creating curated campaign strategy for paid social media advertisements through Facebook, Instagram, and Google Ads.
- Responsible for monitoring social accounts and reporting on campaign and content performance, ensuring KPIs are achieved.
- Anchored comprehensive **A/B testing strategies** across various digital channels to optimize conversion rates, user experience, and overall campaign performance.

SKILLS

- Growth Marketing, Social media management, Facebook Meta Advertising, TikTok Advertising, LinkedIn Advertising, Meta Business Manager, Canva, Native Ads, Google Ads, PPC Campaign Management, Display Ads, Banner Ads, YouTube Ads, Display and Video 360 (DV360), Google Ad Manager, Programmatic guaranteed, Unbounce, SEMrush, Hub Spot, Account management, Google Analytics 4, Microsoft Office

EDUCATION

Bachelor of Commerce

Singhania University • June 2020 - December 2022

CERTIFICATIONS

The Fundamentals of Digital Marketing

Google Ads Search Certification

Google Ads Display Certification

Google Ads Video Certification

Meta Certified Digital Marketing Associate

