

Priya Dhakan

Digital Marketing Strategist

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PROFILE

Results-driven Digital Marketing Strategist with extensive experience in **Social Media Marketing, Search Engine Marketing (SEM)** and a strong aptitude for data-driven analysis and building effective strategies. Led numerous marketing initiatives across diverse sectors ranging from **Ad agency to Retail, E-commerce, Food, Renovation, Software, Real Estate** and recorded consistent successful outcomes.

SKILLS

Google Ads

Display And Video 360

Facebook (Meta) Ads

Instagram (IG) Ads

YouTube Ads

LinkedIn Ads

Display Ads

Search Ads

Semrush

HubSpot

Google Analytics

Google Tag Manager

TikTok Ads

Account Management

Facebook Insights

SA360

Programmatic Guaranteed

Google Data Studio

Performance Max (PMax)

Google Ads Editor

Canva

Programmatic Campaign

Sprout Social

Sugar CRM

Ad Copywriting

Content Creation

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist, Regumsoft Technologies 🔗

11/2023 – present
Toronto, Canada

- Responsible for end-to-end **Social Media** campaign management and execution across Meta (Facebook), TikTok, LinkedIn as well as Google Ads and Programmatic.
- Build and execute innovative **content ideas** for **Social Platforms** to communicate and bring more engagement.
- Brainstorm **compelling ad creatives**, including images, videos, and copy, tailored to each platform and target audience.
- Monitor campaign **performance metrics**, including reach, engagement, and conversions, and adjust strategies accordingly.
- Track and **report** on KPIs such as CTR, conversion rate, revenue and ROAS.
- Develop and deliver monthly organic plans as well as paid media plans.

Social Media Marketing Specialist, EspaceProprio (Desjardins) 🔗

01/2022 – 11/2023
Toronto, Canada

- Managed paid media budgets over **\$100,000/month**, spanning channels like Social media and Programmatic Guaranteed for multiple banners.
- Build and delivered **Social media content** as well as **social Media plan** targeted for distinct target audience.
- Executed end-to-end Google Ad, Facebook (Meta), TikTok campaigns, achieving notable increases in click-through rates, ROI, and lead generation by 25-40%.
- Led comprehensive Google Ad, LinkedIn, Meta, TikTok campaigns, boosting click-through rates, ROI, and **lead generation by 25-40%**.

- Utilized Google Analytics for a complete analysis of performance data, conducted vendor audits, and produced weekly/monthly reports, covering all paid media channels & performance data.
- Developed Media Plans based on campaign strategies with high accuracy targeting specific campaign objectives.
- Engage and collaborate with external Ad agencies and Vendors.
- Responsible for Ad Copy, and proofread content before trafficking.

Digital Marketing Specialist, PSK Technology [🔗](#)

07/2018 – 08/2021
Singapore

- Developed and executed curated campaign strategies for paid social media advertisements across Facebook, Instagram, and Google Ads, fostering collaborative client relationships.
- Implemented a highly targeted brand awareness PPC campaign, achieving a **30%** click-through rate (**CTR**) and boosting product trial conversions by 50% (**10% conversion rate**).
- Anchored comprehensive A/B testing strategies across various digital channels to **optimize conversion rates**, user experiences, and overall campaign performance.
- Achieved Cross-collaboration between creative, content, sales, product and analytics teams to identify opportunities for improvement and troubleshoot problems on campaign performance or inefficiencies
- Created and analyzed campaign reporting using **Google Data Studio**, Google Analytics including verifying data points and creating a story with data.
- Identifying opportunities for future improvement and providing recommendation

LANGUAGES

English



French



EDUCATION

Bachelor of Commerce, Singhania University

06/2020 – 12/2022

CERTIFICATES

- Google Ads Certified
- Meta Certified Digital Marketing Associate
- Fundamentals of Digital Marketing