



PRIYA DHAKAN

DIGITAL MARKETING SPECIALIST [CANADIAN PR HOLDER]

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CAREER SUMMARY

Dynamic and performance-driven **Digital Marketing Specialist** with **5+ years** of hands-on experience in Search Engine Marketing, Social Media Marketing, Programmatic Advertising, Performance Optimization, using various analysis and result-proven techniques. Successfully implemented various Customer-centric Projects with a proven track record with strategic planning across Facebook, Instagram, LinkedIn, TikTok, Google ads. Has a broad exposure in various industries such as Renovation, Real-Estate, Retail, Food, E-commerce.

CORE PROFICIENCIES

Paid Marketing (PPC): Facebook, Instagram, LinkedIn, Google Ads, YouTube Ads, Google AdSense
Video Ads, Universal Ads, Shopping ads, Gmail Ads

Analytics: Google Analytics

Software and Tools: Unbounce, SEMrush, MOZ, Canva, Woorank

PROFESSIONAL EXPERIENCE

Jan'22 –Nov'23

SEM Specialist

Espace Proprio (Initiative by Desjardins)

Canada

- Brand portfolio includes: www.renoassistance.ca, www.duproprio.com, www.confia.com and www.espaceproprio.com
- Implemented complete digital marketing campaigns, from creating awareness to generating interest, converting leads, and fostering customer retention.
- Successfully executed campaigns in two different languages, English and French - tailoring content to effectively reach diverse audiences.
- Strategically targeted specific geographic locations based on audience proximity, ensuring campaigns resonated with local audiences and met regional preferences.
- Managed social media strategies comprehensively, from devising plans and structuring campaigns to allocating budgets, ensuring proper pacing, activating campaigns, and optimizing for lead generation.
- Demonstrated proficiency in orchestrating campaigns across various social media platforms, including Facebook, Instagram, TikTok, and LinkedIn, employing advanced strategies to maximize engagement and impact.
- Utilized Google Analytics for thorough performance measurement, providing valuable insights for informed decision-making and continuous improvement.
- Generated detailed management reports, offering a comprehensive view of campaign performance and facilitating data-driven strategies for growth and optimization.
- Collaborated closely with external agencies for the delivery, validation, and activation of creatives, ensuring seamless integration and alignment with campaign objectives.
- Implemented Programmatic Campaigns using advanced tools such as Display Video 360 and Campaign Manager, executing multiple tactics to enhance campaign reach and effectiveness.
- Applied a proactive approach to campaign optimization, fine-tuning strategies for maximum impact and continuous improvement.
- Demonstrated versatility in building campaigns tailored to different objectives, including lead generation, awareness, and consideration, showcasing a deep understanding of varied campaign goals.
- Managed and executed campaigns on Google Ads and Google Ad Manager, ensuring a strategic and

cohesive online presence across these platforms.

Jul'18 – Aug'21	Digital Marketing Consultant (SEO, SEM, Google Ads) PSK Technology	Singapore / India
<ul style="list-style-type: none">▪ Conducting Keyword Market Research on target markets' searching habits (ex. Google Trend)▪ Developing and optimizing meta tags▪ Using ethical/white-hat on-page and off-page SEO techniques to produce high rankings for numerous keywords for various portals▪ Performed Data Modelling for Downstream Data marts such as Risk and Fraud▪ Monitoring organic search placement▪ Targeted specific areas in the city to market products depending on weekly sales reports▪ Increased branch 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		

EDUCATION

2013-2015	Singhanian University	India
Bachelor of Commerce		

RELEVANT CREDENTIALS

- Google Digital Garage – The Fundamentals of Digital Marketing