

PRIYANKA GUPTA

☎ 9118318486 📍 Hyderabad Telangana ✉ priya880866@gmail.com 🌐 linkedin

SUMMARY

Highly motivated and creative fresher with a passion for Pay-Per-Click (PPC) advertising and digital marketing. Seeking an opportunity to apply my skills and knowledge in PPC campaign management, keyword research, and ad optimization to help businesses increase their online visibility and achieve marketing goals.

EDUCATION

- **Digital Marketing Course** **2024**
Naresh I Technologies Ameerpet Hyderabad
- **Advanced Diploma in IT Networking and Cloud Computing** **2024**
National Skill Training Institute Hyderabad
- **Bachelor of Arts (BA)** **2022**
Moolchand Mahavidyala Holipur Ghazipur Uttar Pradesh
- **Intermediate** **2019**
Sangram Inter college Kakarahi saidpur Ghazipur Uttar Pradesh
- **High School** **2017**
B B G D A I college Jewel Ghazipur Uttar Pradesh

SKILLS

- **PPC Campaign Management** : Google Ads, Facebook Ads, Linkedin Marketing
- **Keyword Research** : Google Keyword Planner, SEMrush
- **Basic Design Skills** : Canva, Adobe (for creating ad visuals)
- **Analytics** : Google Analytics, Google Tag Manager
- **Ad Copywriting** : Writing compelling ad copy to drive clicks and conversions
- **Budget Management** : Understanding of campaign budgets and bidding strategies
- **Other Skills** : HTML, CSS, Bootstrap, JavaScript, PHP, MySQL

CERTIFICATIONS

- Google Ads Search Certification
- Google Ads App Certification
- Google Analytics Certification
- Facebook Ads Certification

LANGUAGES

- English (conversation)
- Hindi (Native)

EXPERIENCE

- Fresher