

## **PRIYA MAURYA**

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### **SUMMARY**

Results-driven digital marketing professional with extensive experience in SEO, PPC, content marketing, and social media optimisation. Proven track record of increasing organic website traffic, optimising PPC campaigns, and enhancing brand visibility through strategic initiatives. Skilled in managing CMS platforms, conducting keyword research, and executing effective email and social media campaigns. Proficient in utilising various digital marketing tools and platforms to drive measurable results.

### **EXPERIENCE**

#### **VIP Break, London, UK (Marketing Executive)**

**Sept 2023 – Nov 2023**

- Spearheaded digital marketing campaigns, resulting in a 20% increase in online conversion rates.
- Managed Google Ads campaigns, optimising ad visibility and targeting high-performing keywords to drive traffic and conversions.
- Utilised Google Analytics for performance tracking and monthly budget allocation, ensuring efficient use of advertising spend.

#### **BluDesks, London, UK (Digital Marketing Intern)**

**Oct 2022 – Jan 2023**

- Assisted in the development and implementation of SEO strategies, resulting in improved search engine rankings and increased organic website traffic.
- Contributed to content marketing initiatives and link-building efforts to enhance brand visibility and online presence.

#### **Starkflow, Delhi, India (Search Engine Optimisation Executive)**

**April 2022 – Aug 2022**

- Conducted comprehensive keyword research using SEMrush and Ahrefs to target high-converting keywords and optimise website content.
- Collaborated with web developers to implement technical SEO changes, resulting in improved site performance and search engine visibility.

#### **Raebareli International School, UP, India (Digital Marketing Executive)**

**Feb 2022 – April 2022**

- Did social media optimisation (SMO) efforts to increase audience engagement and brand awareness, leading to a significant growth in social media followers.
- Implemented the Local SEO for brand awareness.

#### **DelveInsight, Delhi, India (Senior Digital Marketing Executive)**

**Aug 2018 – Jan 2022**

- Led digital marketing initiatives, including SEO, email marketing, and content marketing, resulting in a substantial increase in website traffic and lead generation.
- Developed press releases and SEO-focused content for various platforms, enhancing brand visibility and media coverage.
- Created visually appealing and brand-consistent content using Canva, Visme, and Adobe Illustrator.

## EDUCATION

- **Brunel University London** (Brunel Business School) **Sept 2022 - Sept 2023**  
Graduated in Business Intelligence and Digital Marketing MSc
- **Guru Gobind Singh Indraprastha University** **Aug 2014 - Aug 2018**  
Graduated in Bachelor of Technology in Biotechnology

## CERTIFICATIONS

- Google Analytics Certifications
- SEMrush Certifications (SEO, PPC, Technical SEO, SMM, SEM, On-Page SEO, Mobile SEO, International SEO, Local SEO, Link Building, Keyword Research, Content Marketing)
- WordPress Essential Certifications
- Google AdWords Essential Certifications
- Digital Marketing Certifications by Accenture and Mangools

## SKILLS

- SEO (On-Page and Off-Page)
- PPC Campaign Management
- Social Media Optimisation
- Content Marketing
- Email Marketing (Mailchimp)
- Google Analytics
- SEMrush and Ahrefs
- CMS Platforms (WordPress, Shopify)
- Adobe Creative Suite (Illustrator, Photoshop)
- Canva, Visme
- Project Management Tools (Slack, Asana, Trello)

## EXTRA-CURRICULAR ACTIVITIES

- Outstanding Achievement in French Language Course (Level 1)
- Brunel Plus Bronze Award
- READY Programme Leadership Award 2022-23
- UN Sustainability Challenge 2022 Participant

## HOBBIES

Dance, Badminton, Basketball, Swimming, Adventurous Activities