Priya Nair

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Summary:

A proactive Marketing Specialist with 6+ years of experience in managing digital campaigns and driving customer engagement. Strong expertise in SEO, SEM, and content strategy.

Experience:

Marketing Specialist | HCL Technologies | Apr 2017 - Present

- Implemented SEO strategies that increased website traffic by 40%.

- Managed PPC campaigns, achieving a 25% ROI growth.

- Created and curated engaging content for social media channels.

Education:

MBA in Marketing | IIM, Bangalore | 2016

- Ranked among the top 10% of the batch

Skills:

- Marketing Tools: Google Analytics, SEMrush, HubSpot

- Strategies: SEO, SEM, Content Marketing