

Name: Priya Sharma

Address: 101 Marketing Blvd, Metro City, State, Zip Code

Phone: (222) 333-4444

Email: priya.sharma.mktg@email.com

Objective:

Results-driven Digital Marketing Manager with over 8 years of experience in developing and executing successful online marketing strategies. Seeking to utilize my expertise in SEO, SEM, content marketing, and social media to increase brand awareness and drive revenue growth for a forward-thinking company.

Summary of Qualifications:

- **Master of Business Administration (MBA) with a specialization in Marketing.**
- **Proven ability to manage marketing budgets and deliver a high return on investment (ROI).**
- **Expertise in managing PPC campaigns on Google Ads and social media platforms.**
- **Strong analytical skills with proficiency in Google Analytics, SEMrush, and HubSpot.**
- **Successful track record of improving organic search rankings through strategic SEO initiatives.**
- **Excellent leadership and project management skills.**

Education:

Master of Business Administration (Marketing)

Metropolitan Business School, Metro City, State

GPA: 3.7/4.0

Bachelor of Commerce

State College, Cityville, State

GPA: 3.6/4.0

Professional Skills:

- **SEO/SEM: Keyword Research, On-Page/Off-Page SEO, Link Building, Google Ads, Bing Ads**

- **Social Media Marketing:** Facebook Ads, LinkedIn Ads, Twitter, Instagram, Content Calendars
- **Content Marketing:** Blogging, Email Marketing (Mailchimp), Content Strategy
- **Analytics Tools:** Google Analytics, Google Tag Manager, SEMrush, Moz, HubSpot
- **CRM:** Salesforce, HubSpot
- **Project Management:** Asana, Trello

Experience:

Digital Marketing Manager | Global Tech Corp. (2018 - Present)

- Developed and executed a multi-channel digital marketing strategy that increased qualified leads by 40% year-over-year.
- Managed a \$500,000 annual advertising budget, optimizing campaigns to decrease cost-per-acquisition (CPA) by 25%.
- Grew organic website traffic by 150% in two years through comprehensive SEO strategies.
- Led a team of three marketing specialists, providing mentorship and guidance.
- Oversaw the company's social media presence, doubling follower counts and engagement rates on key platforms.

Marketing Specialist | Online Retailers Inc. (2015 - 2018)

- Managed email marketing campaigns, including list segmentation and A/B testing, which increased open rates by 20%.
- Wrote and optimized website content and blog posts to improve search engine rankings.
- Assisted in the management of Google Ads and Facebook Ads campaigns.

Accomplishments:

- Awarded "Marketer of the Year" at Global Tech Corp. in 2021.
- Speaker at the National Digital Marketing Conference 2022.

Certifications:

- Google Ads Search Certification

- **HubSpot Inbound Marketing Certification**
- **Google Analytics Individual Qualification (GAIQ)**

Languages:

- **English (Native)**
- **Hindi (Fluent)**