



PRIYANKA PRIYADARSHINI PARIDA

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📍 HS no:42 , phase-2, allwyn colony,
Hyderabad

🚀 Skills

Team building # Problem solving #
Decision making

🎯 Objective

Dedicated and experienced digital marketer with proven success managing for mid-size organizations. Seeking an opportunity to use my experience for the development of the organization

🎓 Education

○	Dishapro Pg Diploma in Digital Marketing 80%	2019
○	Mits school of biotechnology M.sc (biotechnology) 65%	2018
○	Kendrapada autonomous college B.sc. (zoology) 65%	2016
○	City women's college CHSE 66%	2013
○	Saraswati Vidya Mandir HSC 74%	2011

👛 Experience

Persistent Network Pvt Ltd

15th Jan

Digital marketing executive

2019 - 9

1. I was Planning, executing and optimising google ads campaign
2. Optimising and monitoring on going ppc campaigns
3. Actively involved in keyword research, competitors analysis
4. Designing and optimising landing page
5. Optimising the budget.
6. Preparing analysis report using Google data studio and sa 360
7. Actively involved on on page and off page SEO efforts.
8. Link building strategy
9. Writting content for website, blog and articles.
10. Creating, optimising and publishing contents.
11. Running paid and organic campaigns on social media sites like Facebook, Instagram, Twitter, LinkedIn
12. Preparing newsletter and promotional emails.
13. Measuring the performance and preparing the report

Software Development portal of india

15 dec

Digital marketing specialist

2021 - 5nd

1. I was running PPC campaigns for both social media and google ads
2. Content calendar preparation
3. Content creation, landing page optimization
4. Creating and optimising content strategies, budget optimization
5. Trend analysis
6. Competitor analysis
7. Market research analysis
8. Preparing the analysis report
9. Keyword Analysis
10. Backlink submission
11. Google data studio and SA 360 report generation.

 **TOOLS**

○ Tools that I have used are,

1. Screaming frog
2. Copyscape
3. Grammarly
4. Semrush
5. Keywords planner
6. Google analytics
7. Google search console
8. Unbounce
9. MailChimp
10. Sendiblu
11. Keap
12. google data studio
13. SA 360
14. Canva
14. Buffer
15. Sprinkler
16. Hootsuite
17. Monday.com
18. Slack

CERTIFICATION

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1. Google SEM ads certified
 2. Pg diploma in digital marketing certified