

PRARTHANA C

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SUMMARY

Digital Marketer with 3+ years of experience in implementing comprehensive digital strategies, online reputation management, and maximizing ROI across diverse channels.

WORK EXPERIENCE

Company 1: Odigma Consultancy Solutions Limited (September 2021 – Present)

Designation: ORM Analyst

Roles and Responsibilities:

- Collated consumer data to build strategies for targeting specific markets and consumer demographics.
- Enhanced campaign performance by implementing targeted keywords and ad copy optimizations, resulting in a notable increase in CTR.
- Optimized bidding strategies and refined keyword selection, leading to a significant reduction in CPC while maintaining conversion volume.
- Wrote relevant content to bring more positive engagement across social media and third party platforms.
- Defined market budget and worked to achieve key performance indicators for better ROI.
- Implemented effective remarketing campaigns to re-engage previous website visitors and boost conversion rates.
- Engaged with online audiences through relevant comments.

Company 2: Digital Academy 360 (November 2020 – May 2021)

Designation: Digital Marketer

Roles and Responsibilities:

- Planned and executed Search and Display Ads which involved keyword research, bid management, and optimization to maximize visibility and engagement. Additionally, monitored performance metrics, conducted A/B testing, and made data- driven adjustments to enhance campaign effectiveness.
- Executed Facebook and Instagram Ads. This encompassed strategic audience segmentation, budget allocation, and continuous monitoring of key performance indicators. Additionally, conducted A/B testing, refined targeting parameters to optimize ad delivery and maximize ROI.

EDUCATION

- Don Bosco Institute of Technology
B.E in Telecommunication (2020)
- Digital Academy 360
Digital Marketing (2021)