

Priyanshu Jaiswal

SEM Analyst

BBA graduate from IFIM College with expertise in digital marketing. Currently thriving as a SEM Analyst with certifications from Google Skillshop, LinkedIn Training, and Udemy. Seeking to transition into a Digital Account Manager role at a top-tier digital marketing agency.

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WORK EXPERIENCE

SEM Analyst

Ruckus Advertising & Events, Bangalore Urban, Karnataka, India

11/2023 - Present

Achievements/Tasks

- I am currently employed as a Search Engine Marketing (SEM) Analyst, where I am responsible for managing Google Ads comprehensively. I specialise in performance marketing, creating strategic proposals, and delivering persuasive presentations to clients.

Digital Marketing Consultant

The Alpha Team, Bangalore Urban, Karnataka, India

11/2022 - 11/2023

Achievements/Tasks

- I worked here as a Digital Account Manager with expertise in Google Ads, Google Analytics, Facebook Ads, LinkedIn Ads, and social media marketing. Initially, I began as a full-time SEO executive, subsequently advancing to the role of Digital Account Manager while concurrently managing SEO responsibilities.

Digital Marketing Consultant

The Alpha Team, Bengaluru, Karnataka, India

09/2022 - 11/2022

Achievements/Tasks

- I have handled on-page and off-page SEO for clients. Worked with tools like Semrush, Moz, etc.

Digital Marketing Intern

The Kreative Ideas

05/2022 - 07/2022

Achievements/Tasks

- I possess experience in Social Media Marketing, Content Writing, and WordPress SEO. I've authored approximately 20 blogs with a focus on targeted keywords, and actively contributed to optimization efforts. In Social Media, I managed Kreative Ideas' platforms, providing innovative post concepts. Additionally, I have executed WordPress SEO tasks, optimizing elements such as title tags, meta tags, and descriptions.

EDUCATION

BBA

IFIM College

07/2017 - 09/2020

Courses

- Finance

SKILLS

Google Ads

Google Analytics

Google Tag Manager

Social Media Marketing

SEO

LANGUAGES

English

Professional Working Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Singing

Music

Binge-Watch

Cafe Hopping