

# Priyanshu Jaiswal

## SEM Analyst

BBA graduate from IFIM College with expertise in digital marketing . Currently thriving as an SEM Analyst with certifications from Google Skill Shop , 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 - 05/2024

*Achievements/Tasks*

- I was employed as a Search Engine Marketing (SEM) Analyst, where I oversaw 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 orchestrated 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.

### SEO Executive

The Alpha Team, Bengaluru, Karnataka, India

09/2022 - 11/2022

*Achievements/Tasks*

- I have controlled on-page and off-page SEO for clients. I orchestrated 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 collaborated on optimization efforts. In social media, I directed 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