

PRIYANSHU JAISWAL

#27th Main Road, BTM 2nd stage, Bangalore, Karnataka, India, 560076

Contact: 9886646948

Summary

Data-Driven Digital Marketer with 1.9 years of SEM experience. Proven ability to optimize high-performing campaigns across platforms (Google Ads, LinkedIn Ads & Meta Ads). Adept at leveraging data and industry trends to exceed KPIs. Eager to contribute expertise and drive success for your organization.

Professional Experience

SEM Analyst

**Ruckus Advertising & Events, Bangalore Urban, Karnataka, India, Karnataka
November 2023 - May 2024**

- Consistently achieved and exceeded KPIs by up to 20% through strategic planning, preparation, and execution of campaigns on LinkedIn, Google Ads, and Meta Ads.
- Managed and optimized SEM campaigns for a diverse client portfolio, including luxury audio brands, electric vehicle manufacturers, a German chemical manufacturer, a naturopathy retreat, and a daycare center, increasing website traffic by up to 30%.
- Organized and executed search, display, and smart campaigns, integrating conversion tracking for real-time monitoring and optimization.
- Conducted in-depth keyword research and A/B testing, applying competitive insights to enhance audience engagement through targeted website analysis.
- Implemented Google Tag Manager to track user activities such as form submissions and contact detail views.
- Managed negative search term updates and analyzed keyword performance, preparing comprehensive performance reports with actionable recommendations for improvement.
- Developed and executed SEM campaigns with conversion rates ranging from 1% to 6%, tailored to campaign goals and client industries.
- Leveraged Google Trends to monitor and analyze keyword trends, ensuring up-to-date and effective campaign strategies.
- Employed data-driven bid strategies to boost CTR and reduce CPA, enabling businesses to meet KPIs effectively and within budget.

Digital Marketing Consultant

**The Alpha Team, Bangalore Urban, Karnataka, India, Karnataka
September 2022 - November 2023**

- Expertly managed and optimized Google Ads SEM campaigns through strategic planning, precise adjustments, and ongoing refinement to achieve optimal performance and strong results.
- Implemented smart bidding strategies and effective ad copy tailored to target demographics, enhancing ROI.
- Conducted A/B testing on ad variations to improve click-through rates and overall campaign effectiveness.
- Worked on ad platforms including Google Ads, LinkedIn Ads, and Facebook Ads, while contributing to content writing and SEO efforts.
- Generated comprehensive reports detailing CTR, conversion rates, and ROAS, leading to strategic adjustments based on competitor activities.
- Stayed informed on industry trends and analyzed target audience behavior, refining targeting strategies to increase website traffic through well-organized and optimized search, display, and smart campaigns.
- Integrated conversion tracking for daily performance monitoring, ensuring continuous campaign optimization.

Digital Marketing Intern

The Kreative Ideas, Bengaluru, Karnataka, India, May 2022 - July 2022

- I possess experience in Social Media Marketing, Content Writing, and WordPress SEO.
- I have 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.

Business Development Executive

Traders Cockpit, Bengaluru, Karnataka, India December 2020 - October 2021

- As a Business Development Executive at Traders cockpit, a Fintech startup, I facilitated the acquisition of subscriptions for the website, which offered a suite of trading and investing tools.
- I also cultivated enduring relationships with users, ensuring their sustained satisfaction and engagement with our platform.

Brand Ambassador**TATA POWER SOLAR PVT LTD, Bengaluru, Karnataka, India****June 2019 - August 2019**

- I worked as a brand ambassador promoting solar products to prospective clients. After getting the hot leads, these leads were handover to the sales team.

Education

Bachelor of Business Administration - BBA in Finance July 2017 - September 2020
IFIM College

Commerce July 2003 - March 2017
Bardsley English medium senior secondary school, Katni (M.P.)

Key Skills

- Campaign Strategy
- Data Analysis
- Advanced proficiency in Google Ads
- Facebook Ads
- Google Analytics
- Excel (pivot tables)
- Google Tag Manager

Certifications

The Fundamentals of Digital Marketing by Google Digital Garage
July 2022

Shopping Ads Certification by Google
February 2023

The Complete Digital Marketing Course - 12 Courses in 1 by Udemy
April 2022

Google Analytics Individual Qualification
January 2023

Google Ads Search Certification
March 2023

SEMRush Certifications
August 2023