

PRIYADHARSHINI A

Digital Marketing Analyst

📞 9677886595 @ priyabindhu07@gmail.com 📍 Bangalore

SUMMARY

Digital Marketing Analyst with overall **5+ years' experience** in SEO, SMO, Ads Management (Facebook ads and Google ads), and Copy Writing. Committed to staying updated with industry trends and continuously enhancing digital marketing strategies. Passionate about driving results and achieving business goals in the digital landscape.

EXPERIENCE

SEO Executive - 4yrs

Zinavo Pvt.Ltd

📅 10/2018 - 09/2022 📍 Bangalore

- Conducting thorough keyword research to identify relevant and high-value keywords for website optimization and content creation.
- Planning & Devising On-Page Optimization Strategies as per Website Requirements.
- Proficient in using analytics tools like GA, GSC, GTM to track and measure key performance indicators (KPIs).
- Developing and executing link building strategies to acquire high-quality backlinks from reputable websites, and from social media platform to improving website authority and search rankings.
- Conducting competitive analysis to identify SEO opportunities, track competitor strategies, and stay ahead in the search rankings.
- Create Facebook Paid Ad Campaign Like Facebook Call Ads And Business Direction Ads, Lead Generation.
- Keeping up-to-date with the latest SEO trends, algorithm updates, and industry best practices to continuously improve SEO strategies and tactics.

Digital Marketing Analyst - 4 Months

Accenture

📅 09/2022 - 12/2022 📍 Bangalore

- Responsible for managing Email marketing programs for ~85 countries.
- Creating standardized emails and validating rendering issues using Canvas, Automation Tool Marketo & Emails on Acid.
- Tracking metrics and sending out regular reports to the executive team on a daily basis.

SEO Specialist - 3 Months

Ripple Mind Pvt.Ltd

📅 04/2023 - 06/2023 📍 Bangalore

- Analyzing marketing data from various sources, such as website analytics, social media metrics, email campaigns, and online advertising platforms.
- Proficient in using analytics tools like GA, GSC, GTM to track and measure key performance indicators (KPIs).
- Conducting market research to understand target audiences, industry trends, and competitive landscapes.
- Collaborating with teams to plan and execute digital marketing campaigns across various channels, such as SEM, social media advertising, email marketing, content marketing, and display advertising.
- Conducting SEO analysis to improve website visibility and organic search rankings.
- Worked keyword research, on-page optimization, link building strategies, and monitoring website performance in search engine result pages (SERPs).
- Monitoring social media channels to track brand mentions, engagement, and sentiment.
- Assisting with budget allocation and tracking for digital marketing campaigns.
- Keeping up to date with industry trends, new technologies, and best practices in digital marketing.

SKILLS

Digital Marketing Skills

Content Marketing

Market Research

SEO Analysis

Social Media Monitoring

Conversion Rate Optimization

Continuous Learning

Google My Business

Analytical Skills

Google Analytics (UA & GA4)

Google Search Console

Google Tag Manager

SEMrush

Ahrefs

Ubersuggest

Moz

GTMetrix

Additional Skills

HTML

CSS

Canva

Microsoft Excel

Microsoft Word

Microsoft Power Point

PROJECTS

Zinavo

📍 Bangalore, India

Website Design & Development Company

Novel Emporium

📍 India

Antiques Collections Online (Main Target Bangalore)

Kavya Pharma

📍 India

Medical Industry

Tripath Logistics

📍 India

Logistics Company India

EXPERIENCE

SEO Specialist - 1+yr

Light Speed Web

07/2023 - Present Coimbatore, India

- Conducting thorough keyword research to identify relevant and high-value keywords for website optimization and content creation
- Planning & Devising On-Page Optimization Strategies as per Website Requirements.
- Proficient in using analytics tools like GA, GSC, GTM to track and measure key performance indicators (KPIs)
- Conducting market research to understand target audiences, industry trends, and competitive landscapes.
- Developing and executing link building strategies to acquire high-quality backlinks from reputable websites, and from social media platform to improving website authority and search rankings.
- Conducting competitive analysis to identify SEO opportunities, track competitor strategies, and stay ahead in the search rankings.
- Worked keyword research, on-page optimization, link building strategies, and monitoring website performance in search engine result pages (SERPs).
- Keeping up-to-date with the latest SEO trends, algorithm updates, and industry best practices to continuously improve SEO strategies and tactics.

DATE:

PROJECTS

Canadian LIC Inc

Canada

Insurance Services

LANGUAGES

English

Advanced



Tamil

Native



EDUCATION

B.E - CSE (Computer Science Engineering)

Chennai, Tamil Nadu, India