



HARI PRIYANKA S

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ABOUT ME

Data-driven digital marketing professional with hands-on experience in managing high-budget Google Ads campaigns and executing ABM strategies for B2B accounts. Skilled in optimizing search and display ads, creating targeted content, and delivering actionable insights through real-time campaign reporting. Proficient in tools like Google Ads, Google Analytics, Facebook Ads Manager, and Canva.

WORK EXPERIENCE

MECNTEC - Digital Marketing Intern

JUL 2025 - PRESENT

- Managed Google Ads campaigns with a combined daily budget of ₹80,000.
- Optimized search and display ads to improve CTR and reduce CPA.
- Analyzed campaign performance regularly and implemented data-driven strategies to maximize ROI across multiple client projects.

LeadStrategus Private Limited - Digital Marketing Specialist

JUN 2024 - MAY 2025

- Executed ABM campaigns for high-value B2B accounts using LinkedIn and email outreach; boosted lead engagement through content personalization and persona targeting.
- Delivered weekly campaign insights via dashboards and collaborated with sales teams to align funnel strategies and optimize lead nurturing.

Kambaa Incorporation - Business Analyst Intern

JUL 2023 - SEP 2023

- Conducted comprehensive SWOT analysis to identify strengths, weaknesses, opportunities, and threats for Kambaa Incorporation.
- Contributed to competitor research, enhancing strategic insights for business development.

VConnect Media - Digital Marketing Intern

OCT 2021 - JAN 2022

- Managed and optimized Facebook and Instagram pages, contributing to improved brand engagement and a measurable increase in campaign reach.
- Gained hands-on experience in social media management, and tracking key performance metrics.

EDUCATION

KUMARAGURU COLLEGE OF TECHNOLOGY - BUSINESS SCHOOL

2022 - 24

MBA (GENERAL)

KG COLLEGE OF ARTS AND SCIENCE

2019 - 22

BACHELOR OF COMMERCE - COMPUTER APPLICATIONS

TECHNICAL SKILLS

- **Analytics & Tracking:** Google Analytics, Google Tag Manager, Google Sheets
- **Email & Outreach:** SEMrush, MailChimp, HubSpot, LinkedIn Sales Navigator
- **Content, Ads & Design:** WordPress, Canva, Google Ads, Meta Ads Manager

CERTIFICATIONS

- Fundamentals of Digital Marketing – **Google**
- Google Analytics for Beginners – **Google**
- Digital Marketing Certificate – **Blue Digital Media**
- Email Marketing for Beginners – **Udemy**
- Google Ads for Beginners – **Google**

GUIDED PROJECTS

- Google Ads – **Coursera**
- Email marketing using MailChimp – **Coursera**
- Google Analytics – **Coursera**
- Meta Ads – **Coursera**