



Priyadarshini S

Digital Marketing - Team Lead

Experienced digital marketer with expertise in SEO, SEM, Social media marketing, content writing, Creating & managing ad campaigns , and website management. Dedicated to cultivating online engagement, facilitating growth and creating brand awareness.

Contact

Phone

63811 12393

Email

priyadarshinipd872@gmail.com

Address

47/65,
Alamara street,
GH Road,
Hosur - 635109

Education

2019-22

BBA - Marketing

Christ College of Science and
Management

Expertise

- SEO
- Social Media Management
- Website Content Management
- Ad campaigns
- Personal Branding
- Work Flow Management / Team Handling

Language

- English
- Tamil
- Telugu

Tools Proficiency

- ChatGPT, Gemini (AI & Content Tools)
- SEMrush, SE Ranking, Ahrefs (SEO & Competitor Analysis)
- Google Analytics, Google Search Console (Performance Tracking & Reporting)

Experience

JANUARY 2025 - TILL DATE

Eflot I Kudlu Gate, Bangalore.

Digital Marketing - Team Lead

- Lead a digital marketing team with task delegation, workflow management, and performance reviews.
- Manage client portfolios across industries like jewelry, real estate, branding, cybersecurity, hospitality, and sustainability.
- Develop and implement SEO strategies by analyzing ranking trends and performance.
- Plan and run ad campaigns for lead generation and traffic growth.
- Create and publish PR content, newsletters, and press releases.
- Train, mentor, and evaluate interns for skill development and performance.
- Prepare monthly client project evaluations and analytical reports.

AUGUST 2023 - DECEMBER 2024

Eflot I Kudlu Gate, Bangalore.

Digital Marketing Executive

- Manage website content for multiple client accounts, ensuring quality and relevance.
- Performing SEO strategies, social media management, including content creation, scheduling, and community engagement.
- Competitor analysis to identify trends and opportunities for improvement.
- Execute Ad campaigns to drive engagement and conversions.
- Handle interns and to assign tasks and follow ups

MAY 2023 - JULY 2023

Eflot I Kudlu Gate, Bangalore.

Digital Marketing Associate

- Generating blog content, implemented backlinking strategies, and created engaging social media content.
- Conducting SEO analysis and optimization to improve website visibility and traffic.
- Connecting with PR channels for link building and promotional activities.
- Preparing analytics report for client's understanding.

Certification Courses-Completed

- Leadership and emotional intelligence - coursera
- The fundamentals of digital marketing – Google certified
- Business integrated marketing communications – Advertising, public relations – coursera.

Skills

- Positive attitude and leadership qualities
- Dedication and punctuality
- Team management
- Analytics skills
- Team work and collaboration
- Creativity and innovation