PRIYA

DIGITAL MARKETER

CONTACT

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110036

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EDUCATION

- Learned Digital Marketing from DDIP
- B.Com, Delhi University – 2020
- 12th – CBSE Board, 2017
- 10th – CBSE Board, 2015

SKILLS

- Wordpress
- Facebook Ads
- Googgle Ads
- SEO
- SMM
- Effective Communication
- Team Work

TOOLS

- Facebook Ads Manager
- Google Analytics
- Google Search Console
- Zapier

PROFILE

Enthusiastic and goal-oriented Digital Marketing Professional with a background in customer support and accounting. Hands-on experience in creating and optimizing Facebook & Google Ads campaigns, managing WordPress websites, and executing social media strategies. Known for strong communication, attention to detail, and the ability to manage multiple responsibilities. Transitioned into digital marketing after completing a professional certification (DDIP), and now seeking a performance marketing role where I can contribute to ROI-focused advertising and campaign success.

WORK EXPERIENCE

Manohar Filaments   2022 - 2024
Customer Support Executive

- Handled client queries and support tickets via phone and email.
- Built rapport with customers and resolved complaints efficiently.
- Strengthened communication skills and customer satisfaction handling.

Pal Tyre   2020 - 2022
Tally accountant

- Managed day-to-day accounting, bookkeeping, and GST entries using Tally.
- Maintained accurate financial records and coordinated with vendors for payments.
- Developed strong attention to detail and task prioritization skills.

Project Experience

- Built a WordPress Website from scratch for personal brand and marketing practice
- Created and Managed Facebook Ads for traffic and conversion objectives
- Set Up Google Ads Campaigns (Search, Display, and YouTube) with performance tracking
- Managed Instagram Business Profile, created engaging content & tracked analytics
- Installed and Configured Google Analytics and Search Console