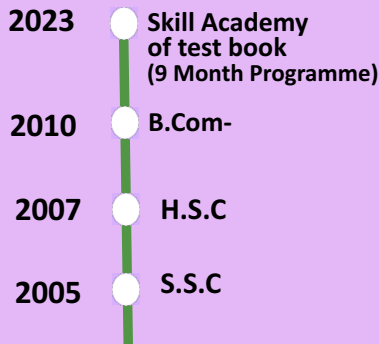


DOB: 30/05/1990
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ACADEMIC PROFILE



SKILLS

People Skills:

Initiative and creative, Judgment, Teamwork, Communication, Problem Solving.

Computer Skills:

Power Point Presentations, MS Word, Knowledge of Microsoft team, Google meet, Zoom,

LANGUAGES

English, Hindi, Marathi,

HOBBIES AND INTERESTS

Cooking
Clicking Pictures
Editing Photos
Watching Netflix

Priya R Pandey

Career Objectives -

Diligent, dedicated individual looking to apply digital marketer skills in a fast-paced digital marketing role. A self-motivated team player with an outgoing personality who's ready to learn the ins and outs of a new industry and provide ample value to the organisation.

Digital Marketing Trainee at Skill Academy Testbook MAY 2022 TO Feb 2023

Relevant Projects

1. Conducted On-page, Off-page, and Technical SEO to rank higher on SERP
Connected the website with the Google Search console to get the crawl report and insights.
Optimized the content with best practices of Page title, Meta description, Canonical URL, and Alt text.

Analyzed quality keywords using Semrush and Google Keyword Planner and optimized the content accordingly

2. Created Brand Awareness using social media handles (Facebook and Instagram) of local business, Krishnaconscious2022

Created attractive and engaging images and videos using Canva tool and published it using best SEO strategy.

Created the content calendar on Zoho social and scheduled it for a week.

Analyzed the insights using Facebook business manager and identified the right set of target audience

3. Planned and executed overall strategy for a healthcare website with the objective to increase website traffic.

Analyzed and Created the best bidding and targeting strategies to get the best CTR

Created remarketing campaigns using a custom audience.

Optimized the ad copy using Images, Videos, Title, Description, and CTA buttons.

4 Hackathon Project

Created a website using WordPress for Veggies Restaurant.

Created a Logo & Tagline for the website.

Designed a website through Elementor & also designed creative & engaging Landing Pages.

Installed All In One SEO plugin for site optimization

Result-Increased the brand awareness & reach of the website

Work Experience

First Source Private Ltd

May 2011 To April 2012

- Handling Customer Queries
- To track and compile the Customer Feedback report on a monthly basis.
- Provide operational and administrative support To attend all Customers' inquiries in an efficient and professional manner.
- To handle customer feedback received via all channels proactively in accordance with the company's service standards and policies.

Industrial Tools & H/W.-Jr.Accountant Assistant

Oct-2012 To May 2015

- Purchase & Sales Entry.
- Bank Entries (Receipt, Payment, Contra) Managed Account Payable and Receivable,
- Petty Cash Book Entries,
- Bank Reconciliation,
- Outstanding Clear
- Balansheet Tally

Digital Marketing Skills

- SEO
- SMM
- Facebook & instagram Advertising
- Google Analytics
- Communication Skills
- Team Building