



VEDIKA PERIWAL

DIGITAL MARKETER

CONTACT

+91 8905542368

vedikapperiwal@gmail.com

Dharam Nagar Dwar, Bikaner

[Vedika Periwal](#)

EDUCATION

2023-2026
MAHARAJA GANGA SINGH
UNIVERSITY (IMS RAMPURIA)

- Bachelor of Business Administration

SKILLS

- Digital Marketing
- Social Media Marketing
- SEO
- Email Marketing
- Content Writing & Marketing
- Google Ads
- Meta Ads

LANGUAGES

- English ●●●●●
- Hindi ●●●●●

PROFILE

Motivated and results-driven Digital Marketer with expertise in SEO, Social Media Marketing, and Digital Marketing strategies. Proven foundation in both academic learning and practical projects, showcasing dedication and attention to detail. Committed to collaborative teamwork, utilizing analytical and creative skills to achieve business objectives. Seeking a dynamic role for applying theoretical expertise in a rewarding environment, fostering personal growth within a supportive team, and making a significant positive impact in the field of digital marketing.

COURSEWORK

Email Marketing Project

- Implemented and managed a comprehensive email marketing strategy for "Wandering Tales," a WordPress-based travel blog. Developed compelling content to enhance website promotion and boost user engagement. Executed optimization techniques for email campaigns, ensuring maximal effectiveness and interaction. Monitored and analyzed key performance indicators (KPIs) to evaluate the campaign's success.

Google Ads Project

- Led the design and execution of a targeted Google Ads campaign to elevate awareness for UpGrad. Conducted meticulous keyword research for precise ad targeting and audience reach. Crafted persuasive ad copy communicating UpGrad's unique value proposition. Demonstrated effective budget management for optimal campaign results and efficiency. Analyzed campaign performance data, refining strategies to enhance Return on Investment (ROI).

Meta Ads Project

- Formulated and executed a dynamic Meta Ads campaign (Facebook and Instagram) for "Wandering Tales." Engineered targeted and creative ad content to captivate and retain the audience. Implemented continuous monitoring of ad performance metrics, adjusting strategies for optimal results and heightened brand visibility and engagement.

CERTIFICATIONS

UpGrad

- Digital Marketing Certification Course