



PRIYA VERMA

Sr. Digital Marketing Manager

PROFILE

Highly organized and proactive professional with over 9 years of experience in digital marketing and executive support. Adept at assisting the CEO with managing professional tasks, ensuring seamless coordination, timely communication, and efficient operations. Skilled in handling client correspondence, responding to emails promptly, and ensuring all client inquiries are addressed effectively and on time. As a results-driven Digital Marketing Manager, I specialize in developing and implementing data-driven strategies to drive brand growth and maximize ROI. Expertise includes website and landing page optimization to enhance user experience and conversion rates, comprehensive SEO initiatives, social media marketing, and email campaigns. Proficient in utilizing analytics tools such as Google Analytics and Search Console to inform strategic decisions and optimize campaign performance. Experienced in managing multi-channel paid advertising across platforms including Google, Facebook, Instagram, Pinterest, and LinkedIn. Proven track record in budget management, lead generation, and leading teams to achieve business objectives, with a strong focus on client satisfaction and overall business growth.

WORK EXPERIENCE

Pihint Technology

Sr. Digital Marketing Manager

2021 - PRESENT

- **Strategic Marketing Oversight:** Directed digital marketing efforts for multiple ventures, including Jaipur Dental College, IIHAS, Pelle Luxur, and MiPets.
- **Executive Assistance:** Assisted the CEO with personal and professional tasks, ensuring smooth operations and effective prioritization.
- **Client Communication & Relationship Management:** Managed client communications, providing timely, professional responses to emails and inquiries, fostering strong client relationships.
- **Project & Team Coordination:** Coordinated projects and communication across internal teams and clients, ensuring seamless execution and high satisfaction across ventures in India and abroad.
- **Data-Driven Marketing Strategies:** Developed and implemented digital marketing strategies focused on data analytics to drive brand growth and maximize ROI.
- **Website & Landing Page Optimization:** Enhanced user experience and conversion rates through optimized websites and landing pages.
- **Search Engine Optimization (SEO):** Executed comprehensive SEO strategies to improve search rankings and boost organic search visibility.
- **Social Media & Email Campaigns:** Managed and executed social media marketing and email campaigns to increase brand awareness and engagement.
- **Analytics & Performance Tracking:** Utilized tools like Google Analytics and Google Search Console to monitor campaign performance and refine marketing strategies.
- **Multi-Channel Advertising:** Oversaw paid advertising campaigns on platforms such as Google, Facebook, Instagram, Pinterest, and LinkedIn to generate quality leads and achieve marketing goals.
- **Budget Management:** Managed marketing budgets to ensure cost-efficient spending and optimized ROI.
- **Team Leadership & Mentorship:** Led cross-functional teams, mentoring and guiding them to meet marketing objectives and business goals.
- **Ecommerce Management:** Optimized eCommerce websites and stores on platforms like Amazon, Flipkart, and Myntra. Ensured accurate product listings and A++ content creation for enhanced visibility and customer engagement. Coordinated with channel providers to resolve policy and listing-related issues. Managed advertising campaigns on eCommerce platforms for branding and product sales.
- **Client Satisfaction Focus:** Maintained a strong emphasis on client satisfaction and relationship building, ensuring business and marketing objectives were consistently met.

CONTACT

+918619475245

riyaraniverma11@gmail.com

37-Trisha Apartment, Jaipur
Rajasthan

www.priyaraniverma.in

EDUCATION

B.TECH (BIOTECHNOLOGY) 70%

M.TECH (BIOTECHNOLOGY) 72 %

CERTIFICATE IN DIGITAL
MARKETING

Worked at NIMS University as Asst.
Professor (2008 to 2012)

SKILLS

- SEO/SMO/ ORM
- Paid advertisement (Google/ Facebook/Instagram/ LinkedIn)
- ORM Google Analytics. Google Search Console, Google Tag Manager, Google My Business
- Website Designing & Development on CMS system like on WordPress/Shopify.
- Graphics & Video editing (Canva/ Camtasia)
- Team Management Client Coordination (National/International)
- Lead Generation/ Sales
- Product Listing on eCommerce Website & Online Store.
- Amazon & Flipkart ads
- Project Management E-commerce

CERTIFICATES

Certificate in Google Display Ads & Search Ads

Certificate in Google Analytics

Certificate in Google Tag Manager

Certificate in Digital Marketing & Google ads

LANGUAGES

- English
- Hindi

TECHNICAL SKILLS

- MS Office (Word, PPT,
- Advance Excel with Formulas)
- C, C++, VB, HTML, CSS, WordPress, Shopify

SOME PROJECTS

savinggracetutors.co.za
thispair.com.au
leisurerent.com.au
homesweetlinens.com
fitlifestyle.in spikedesign.com.au
www.g2aweeklydeals.com
www.latestwe.com
www.beddingking.com.au
www.wilderness.co.nz
www.iihas.ug
www.vinayakagro.org
www.pelleluxur.com
www.mipetfood.com
www.mvgu.ac.in
www.jdc.ac.in

Radiant Group (Digital Marketing Agency)

Digital Marketing Manager

2017 - 2021

- **Website Optimization & User Experience:** Optimized websites and landing pages to improve user experience, boost conversion rates, and ensure mobile responsiveness.
- **Local SEO & Brand Visibility:** Managed and optimized Google Business listings, driving improved local SEO and enhanced brand presence.
- **Analytics & Insights:** Tracked and analyzed website traffic, campaign performance, and user behavior using Google Analytics; generated actionable insights to inform strategy.
- **Advanced Tracking & Website Performance:** Implemented Google Tag Manager for precise tracking; regularly reviewed website performance metrics through Google Search Console for ongoing optimization.
- **Email Marketing Campaigns:** Designed and executed email marketing campaigns, including content creation, audience segmentation, A/B testing, and performance analysis.
- **Ecommerce Optimization:** Managed eCommerce store listings on platforms such as Flipkart, Amazon, and Myntra; optimized product visibility and launched targeted ad campaigns to drive sales.
- **CMS & Website Management:** Handled Shopify, WordPress, and other CMS/PHP platforms for website management, landing page design, and optimization.
- **SEO Leadership:** Spearheaded comprehensive SEO initiatives, including both on-page and off-page strategies, to improve rankings and organic search visibility.
- **Graphic Design:** Created high-quality visuals and marketing creatives using Canva and other design tools.
- **Paid Advertising Campaigns:** Strategized, managed, and executed Google Ads and Meta Ads campaigns for lead generation, branding, sales, and promotions.
- **Social Media Marketing:** Directed both paid and organic social media campaigns, driving audience engagement and increasing reach.
- **Budget & ROI Management:** Oversaw budget allocation for digital marketing campaigns, ensuring cost-effective resource utilization and maximizing ROI.
- **Project Management & Client Coordination:** Conducted online bidding, managed projects, and coordinated with clients to deliver successful outcomes.
- **Team Leadership:** Provided leadership and management to marketing teams, ensuring seamless execution of initiatives and meeting organizational goals.
- **Content Strategy & Execution:** Developed and executed content marketing strategies, focusing on SEO-friendly blogs, articles, and multimedia content.
- **Market Research & Competitor Analysis:** Conducted detailed market research and competitor analysis to identify opportunities and refine marketing strategies.
- **Conversion Rate Optimization (CRO):** Implemented A/B testing, heatmaps, and user behavior analysis to enhance website performance and conversion rates.

PERSONAL DETAILS

Nick Name: Ms. Ria
Father: Shri R.S Verma (Sr. Engineer UPPCL)
Mother: Smt. Savitri Verma (Home Maker)
Siblings: 2
Home Town: Varanasi

HOBBIES

Reading, Singing,
Learning New Skills

ADDRESS

B-19 Akariti Apartment,
Ajmer Road, Jaipur Rajasthan,
India.

Sofcon India Pvt. Ltd

Online Marketing Executive/BDE 2015-2017)

- Created and executed online marketing campaigns to boost brand visibility and drive engagement across digital platforms.
- Managed both on-page and off-page SEO efforts, optimizing content for improved search engine rankings.
- Utilized tools like Google Analytics and Search Console to monitor website performance and implement strategies for ranking improvement.
- Designed engaging visuals using Canva and other design tools to support marketing initiatives.
- Handled social media marketing strategies, including both paid and organic campaigns, to grow followers and engagement.
- Managed email marketing campaigns through Mailchimp, developing targeted email lists and content to drive conversions.
- Developed and optimized content for websites, blogs, and social media platforms, aligning with SEO and marketing goals.
- Coordinated with clients to understand their needs and ensure successful campaign execution.
- Conducted competitor analysis and keyword research to identify market trends and refine marketing strategies.
- Collaborated closely with internal teams to align marketing efforts with overall business objectives.
- Managed website content designed new pages, and optimized existing ones for performance and user experience.
- Oversaw Google Business listing management and implemented strategies for local search promotion.