



# PRIYANSHI KIYAWAT

DIGITAL MARKETING EXPERT

## ABOUT

With over 3 years of hands-on experience, I am well versed in various domains of digital marketing including SEO, CRO, PPC, SMO, content marketing and Wordpress development.

Over the years, I have sharpened my skills at handling international clients and escalations. I have also trained and led multiple digital marketing interns.

## WORK EXPERIENCE

### Digital Marketing Intern

DigiHakk ( January 2020 to March 2020 )

Learnt and practiced complete digital marketing including SEO, SMO, WordPress, and Shopify development.

### Digital Marketing Executive

DigiHakk ( March 2020 to April 2021 )

I was responsible for handling the complete SEO, SMO, and website design of the projects, and for increasing their organic keyword rankings and traffic.

### Digital Marketing Executive

India Infotech ( April 2021 to November 2021 )

I was responsible for understanding clients' requirements and formulating the right SEO strategy in order to make their websites rank on the desired keywords in the shortest time period possible.

### Senior Digital Marketing Executive

Parkhya Solutions Pvt. Ltd. ( December 2021 to November 2022 )

I was responsible for drafting a complete 360-degree digital marketing strategy for the client's businesses as per the industry standards, client requirements, and competition. I assisted my clients in all aspects of digital marketing from SEO, CRO, and content marketing to social media marketing and paid ads on Google, Bing & other Social media platforms.

### Digital Marketing Expert

Belgium WebNet ( November 2022 till present )

I am responsible for handling and managing end-to-end digital marketing activities for the organization including SEO, content marketing, email marketing, social media marketing, and paid marketing with the goal to grow the brand presence, online visibility, and website traffic. I am also actively involved in talent acquisition.

## PROFESSIONAL SKILLS

- Search Engine Optimization
- Social Media Optimization
- SEM (Google & Bing)
- PPC campaigns on Social Media Channels
- Influencer Marketing
- Content Marketing
- Email and SMS Marketing
- Media Planning & Production
- GMB Page Marketing
- E-commerce Marketing
- Conversion Rate Optimization (CRO)
- Marketing Strategy Creation
- Good grip on various CMS like Wordpress, Shopify and Wix

## EDUCATION

- Master of Business Administration, (Marketing) NMIMS 2023
- Bachelor of commerce Vikram university, Ujjain 2018-2021 with 1st division
- Diploma Course in Digital Marketing, DigiHakk 2019
- Higher Education: Topped in 12th std. in 2018 with 82% (CBSE)
- Secondary Education: Topped in 10th std. in 2016 with 95% (CBSE)

## CONTACT

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