



Priyanka Banyal

Digital Marketing Trainer/Consultant

I am a Digital Marketing Trainer with holistic knowledge of all advertising platforms & design. I have extensive experience of over 8 years in SEO, SMM, SEM, SMO, Hubspot, Unbounce & Email-Marketing

Currently, I am freelancing and working part time with organizations to teach Digital Marketing to their employees and new trainees with a proper training plan.



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Work Experience

-London Institute Of Internet Marketing & Research Center ---- PART TIME

Advanced Digital Marketing Trainer

Roles & Responsibilities

- Taking Up DM sessions for new trainees (SMM, Google Ads, Analytics, SEO, Analytics etc)
- Assisting students with Campaigns

-CODx Softwares|

Digital Marketing Lead Trainer / Consultant

Roles & Responsibilities

- Taking Up DM sessions for new trainees (SMM, Google Ads, GTM, Analytics, Marketing Automation, Analytics etc)
- Assisting Clients with Campaigns
- Managing Daily Operations
- End to End Client Management

Digital Marketing Manager

1. Managing Entire Digital Marketing Team
 2. Handling SEO, SMM, and SEM Projects
 3. Client Management
 4. Learning Sessions for Trainees
 5. Direct Reporting To Company Director
 6. Managing and Executing Digital Marketing Operation For International Clients Based in US and Australia
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eCdemy Learning Solutions (India)

Digital Marketing Consultant and Trainer

Digital Marketing Trainer, Roles and Responsibilities :

- Advertising on major Social Media Platforms
- Taking up end to end Social Media Online advertising sessions
- Assisting trainees with their live campaigns
- Grooming the trainees for creating Effective Online Marketing Strategies
- Keywords research
- Assigning appropriate match types
- Developing Ad copies using best practices
- Understanding the process of Auction and the different factors involved in the calculation
- Significance of Quality Score
- When and how to use Display Advertising for brand promotion
- Targeting YouTube Ads
- Campaign Optimisation

Digital Marketing Consultant:

- Consulting Startups and MNC's for creating an effective end to end Digital Marketing Strategies to generate more ROI.

Roles and Responsibilities:

- Creating Digital Marketing Plan
 - Social Media Marketing - Facebook, Instagram, Twitter, LinkedIn and Snapchat
 - Covering organic aspect of Social media via generating an effective content calendar
 - Google Adwords <advertising on search engines>
 - Utilising Best Practices - Content Marketing/Strategy, SEO and Landing Page Optimisation
 - Optimizing campaigns for better results
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eCdemy Learning Solutions| Nepal

Digital Marketing Consultant & Social Media Lead Trainer Ecdemy Nepal (company deployment)

- Managing end to end DM training and consulting in accordance with assigned teams
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-WIZIQ

Support Executive and Online Trainer

Online product trainer for the software Virtual Classroom designed by Wiziq.

Roles and responsibilities:

1. Handling product demo's for individual and organisational clients.
2. Assisting online trainers with product queries and organising trainings for online trainers and students on daily basis.
3. Support on API Integration for wiziq (product :virtual classroom) ; installation and supporting various integration parameters and troubleshooting of plug-ins into websites such as moodle, joomla, Wordpress , e-front , sakai.
4. Generating logs from SQL, Server management studio database (2008) to provide session details of online sessions on daily basis.
5. Assistance in online course creation on WizIQ LMS and real time online support for marketing of public courses.
6. Ticket creation and escalations , addressing client queries related to platform and providing real time support.

-Dell International Services

Resolution Expert

Roles and responsibilities

1. Train and mentor new technicians joining the team to understand the daily activities and achieve targets with prime focus on Customer Experience
2. Provide technical support to customers via inbound/outbound calls and e-mails
3. Qualitative and Quantitative analysis of data for an upward trend
4. Data scrubs to formulate plan to improve Customer Experience and Resolution
5. Troubleshoot and resolve hardware and software related issues to Dell Hardware and Windows Operating System, respectively
6. Talent for identifying customer needs and presenting appropriate service offerings

Educational History

Certifications

Kurukshetra University, Kurukshetra | June 2012

Btech - Electronics & Communications

72%

Aadhunik Public School | March 2008

10 + 2 (CBSE) - 72%

Aadhunik Public School | March 2006

10 (matricultaion) - 82%

- *Google Analytics Certification*
- *Facebook Blueprint certified*
- *Hubspot Certified*
- *Google Adwords Certifications <Paid search and display>*
- *Dell certified hardware technician*
- *eCdemy DMCP Certified Professional*