

# Priyanka Bhatnagar

## Digital Marketer

To make use of my interpersonal skills to achieve goals of a company that focuses on customer satisfaction and customer experience. To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.



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📍 Delhi, India

## EDUCATION

### Marketing Analytics Course (IIM Rohtak) Indian Institute of Management (IIM Rohtak)

08/2022 - Present

### Masters in Business Administration MBA Maharishi Dayanand University

06/2020 - 07/2022

Courses

- Marketing and Finance

### Bachelors in Business Administration BBA Maharishi Dayanand University

05/2017 - 07/2020

## WORK EXPERIENCE

### Ad Trafficer / Digital Account Coordinator Affinity Express

05/2022 - Present

Pune

Achievements/Tasks

- Tasked with integrating digital marketing assets, creating online content, driving brand awareness, and coordinating digital marketing campaigns.
- Working on Social Media Channel- Snapchat, Facebook and Tiktok / Handling USA Client Accounts.
- Analyzing success of past campaigns and using data to make recommendations / Identifying Current Trends in Campaign
- Campaign setup / Plan and execute internal / external email / Ensuring Accuracy Level
- Owning campaign performance reporting, including lead volume and conversion rates by channel to assess and optimise performance and update key stakeholders.

### Vendor Solution Associate ( email process) Quattro

04/2021 - 04/2022

Achievements/Tasks

- Making quotes for clients and place the order on Citrix software !
- Working closely with vendors on a day-to-day basis !
- Identify suitable vendors, negotiate or provide them the UAN Number to vendors to secure the best prices for products!
- Respond to all vendor and co-worker inquiries in a professional and timely manner!
- Ensure the efficient delivery of quality reports in a timely manner and provide quality customer service to vendors!

## TECHNICAL SKILLS



## SOFT SKILLS

- Open to learn new ideas
- Ready to learn latest and greatest technology
- Problem Solving
- Adaptable and willing to learn new techniques

## CERTIFICATES

- Hubspot Inbound Marketing Certified Course
- Appreciation Certificate for Anchoring and Hospitality
- Short Certified Course in SEO Digital Marketing.
- Won Cash Reward amounting to INR Rs. 1 Lac. Various Medals , Prize and Other Certificates in Sports (02/2017)
- Hubspot Digital Marketing Certified Course

## INTERESTS

