



PRIYANKA YADAV

Digital Marketing Intern | SEO & Social Media | E-Commerce | Content Marketing
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CAREER OBJECTIVE

Motivated and analytically driven Digital Marketing Intern with a Master's degree in Zoology and a Google-certified foundation in Digital Marketing & E-Commerce. Passionate about leveraging data, content, and social media strategies to drive brand awareness and business growth. Eager to apply academic research skills, digital marketing knowledge, and hands-on platform experience to contribute meaningfully to a forward-thinking marketing team.

CERTIFICATIONS

Google Digital Marketing & E-Commerce Certificate *Google Career Certificates | 2026*

Key modules completed:

- Foundations of Digital Marketing & E-Commerce
- Attract & Engage Customers with Digital Marketing
- From Likes to Leads: Interact with Customers Online (Social Media Marketing)
- Think Outside the Inbox: Email Marketing

CORE COMPETENCIES

- ✓ Search Engine Optimization (SEO) ✓ Social Media Marketing ✓ Email Marketing
- ✓ Content Planning & Strategy ✓ E-Commerce Management ✓ Analytics & Reporting
- ✓ Instagram & Facebook Ads ✓ TikTok & YouTube Content ✓ Data Entry & Research
- ✓ Google Workspace ✓ Microsoft Office Suite ✓ Bilingual: English & Hindi

DIGITAL MARKETING KNOWLEDGE

Social Media Management

- Hands-on experience managing Instagram, Facebook, TikTok, and YouTube accounts
- Understanding of platform algorithms, content formats (Reels, Stories, Shorts), and audience engagement strategies
- Ability to plan, create, and schedule content calendars for consistent brand presence
- Knowledge of paid social advertising fundamentals including audience targeting and campaign objectives

SEO & Content Marketing

- Understanding of on-page SEO techniques including keyword research, meta descriptions, and content optimization
- Familiar with content marketing principles — creating value-driven content to attract and retain audiences
- Knowledge of blog writing best practices, call-to-action placement, and landing page structure

Email Marketing

- Familiar with email campaign creation, list segmentation, and A/B testing fundamentals
- Understanding of email automation workflows and nurture sequences for customer retention

E-Commerce & Analytics

- Knowledge of e-commerce store setup, product listing optimization, and customer journey mapping
- Understanding of key digital marketing metrics: CTR, CPC, ROAS, bounce rate, conversion rate
- Familiar with Google Analytics concepts: traffic sources, audience behavior, and goal tracking

EDUCATION

Master of Science (M.Sc.) — Zoology *Kurukshetra University | 2023 – 2025*

Transferable skills developed:

- Advanced research & data analysis — applicable to market research and competitor analysis
- Scientific report writing & documentation — translates to content creation and analytical reporting
- Systematic problem-solving and attention to detail — core to campaign optimization and performance tracking

TOOLS & PLATFORMS

Productivity: Google Workspace, Microsoft Office Suite

Social Media: Instagram, Facebook, TikTok, YouTube

Marketing Tools (Familiar): Google Analytics, Google Search Console, Canva, Mailchimp (conceptual)

E-Commerce: Fundamentals

LANGUAGES

English: Professional Working Proficiency | **Hindi:** Native / Full Professional Proficiency

KEY STRENGTHS

- ◆ Fast Learner & Self-Motivated
- ◆ Data-Driven & Detail-Oriented
- ◆ Adaptable to Remote Work Environments
- ◆ Strong Written & Verbal Communication
- ◆ Creative Content Thinking
- ◆ Bilingual Brand Communication