PRIYAM BHATTACHARYYA

Junior Digital Marketing | Google Ads | PPC | SEO | Performance Marketing

Phone: +91 7679244739 | Email: priyam.official.org@gmail.com | LinkedIn: linkedin.com/in/priyam-bhattacharyya

PROFESSIONAL SUMMARY

Junior Digital Marketing professional with practical project experience in Google Ads, Meta Ads, SEO, GA4, GTM, WordPress, Shopify and Mailchimp. Experienced in keyword research, PPC/SEM, campaign planning, web analytics and performance reporting. Backed by 1+ year of MIS reporting, KPI analysis and operational analytics in a high-volume work environment. Seeking a junior Digital Marketing, PPC, SEO or Performance Marketing role where I can apply practical skills and grow through real campaign experience.

CORE SKILLS

Digital Marketing: Google Ads, PPC, SEM, Meta Ads, Campaign Planning, Campaign Optimization, Content Marketing, CRO

SEO & Analytics: SEO, Technical SEO, Keyword Research, GA4, GTM, Google Search Console, Looker Studio

Tools: WordPress, Shopify, Mailchimp, Excel, Google Sheets, Canva, ChatGPT, Claude

PROFESSIONAL EXPERIENCE

MIS / Control Room Executive — Ambey Mining Pvt. Ltd. | 2023–Present

- Monitor live operations and prepare regular KPI and performance reports.
- Analyse production and operational metrics to support performance tracking.
- Improve reporting accuracy and maintain reliable operational data.
- Collaborate with cross-functional teams in a high-volume work environment.
- Apply data analysis and reporting skills that support performance-focused decision making.

DIGITAL MARKETING PROJECTS

Google Ads — EverWrist

- Planned Search and Display campaign structures.
- Conducted keyword research and organized ad groups.
- Worked on bidding strategy and Quality Score optimization concepts.

Meta Ads — Campaign Simulation

- Developed audience targeting and A/B testing strategies.
- Created a ₹5,000 campaign simulation for practical learning.

GA4 Analytics Project

- Analysed user and performance reports using Google Analytics 4.
- Practiced interpreting website traffic and performance data.

SEO Audit

- Conducted an SEO audit to identify on-page and technical SEO issues.
- Practiced keyword research and SEO optimization techniques.

WordPress Website

- Built a website using Astra, Elementor and Yoast SEO.
- Applied basic on-page SEO and website optimization practices.

Shopify E-commerce Store

- Created an e-commerce store.
- Developed SEO-ready product listings.

Email Marketing Automation

- Designed a 5-email Mailchimp workflow for email marketing automation.

YouTube & Instagram — REVOLUTION

- Worked on content strategy and analytics for YouTube and Instagram.

EDUCATION

B.A. (Hons.) English — University of Burdwan | 2021

CERTIFICATIONS

Digital Marketing with AI — PW Skills | Complete Google AdWords Professional | PPC Foundations | Google Ads for Beginners | Google Ads Search — In Progress | Google Analytics — In Progress | HubSpot Digital Marketing — In Progress