

Preeti Dangwal

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Vikaspuram lane no 5, Balawala, Dehradun 248001

Senior Digital Marketing Executive

Enthusiastic Senior Digital Marketing Executive with 2 years of experience in crafting engaging digital campaigns. I thrive on bringing creative ideas to life and using data insights to drive brand growth and connect with audiences. Passionate about staying updated on industry trends, I deliver innovative solutions that resonate with customers.

KEY COMPETENCIES

SEO	Email Marketing	Strong interpersonal skills
Content writing	Web Analytics	Lead Generation
Keyword Research	Social Media Marketing	Influencer Marketing

PROFESSIONAL EXPERIENCE

Unbend Martech

Digital Marketing Executive

Jan 2024 - Sep 2024

Managed content creation and social media to drive brand awareness, while executing SEO strategies to increase organic traffic. Additionally, implemented lead generation tactics and email marketing campaigns to nurture prospects and increase conversions.

Digital Bandage

Marketing Executive

April 2022 - Dec 2023

Managed content marketing and social media management to strengthen brand visibility, while implementing SEO strategies, building backlinks, and optimizing WordPress sites for improved search rankings. Executed lead generation initiatives and conducted email marketing campaigns to effectively engage customers and drive conversions. Collaborated with cross-functional teams to align messaging and ensure consistency across all digital platforms.

Marketing Intern

Sep 2021 - Feb 2022

As a Digital Marketing Intern, I contributed to SEO efforts through keyword research, on-page optimization, and competitive analysis, boosting site visibility. I also crafted SEO-driven content and designed visuals on Canva to support digital campaigns. Collaborating closely with the marketing team, I gained hands-on experience in content strategy and digital marketing. This role sharpened my analytical skills and deepened my understanding of online engagement techniques.

EDUCATION & CERTIFICATIONS

Master of Business Administration

Majors: Digital Marketing and Analytics

IMS Unison University, Dehradun

Bachelor of Business Administration

Majors: Marketing

IMS Unison University, Dehradun

MARKETING TOOLS

- Apollo
- Thunderbird
- Ahrefs
- Ubersuggest
- Semrush