

EKTA PRIYADARSHINI D L

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EDUCATION & ABOUT ME

Bachelor of Technology in Computer Science Engineering[2021-2024]

Sai Vidya Institute of Technology (Visvesvaraya Technological University)

Bangalore

CGPA: 8.5

Sri Bhagwan Mahaveer Jain College[2020]

Pre-University Education

Bangalore

84%

Seshadripuram Public School[2018]

Indian Certificate of Secondary Education (ICSE)

Bangalore

92%

I'm a Computer Science graduate who found my way into the world of marketing, design, and creative strategy. My experience spans digital campaigns, SEO, content, social media, analytics, and visual design. I enjoy bringing together creativity and data to build brands, solve problems, and create work that is both thoughtful and results-driven.

EXPERIENCE

SHARP Software Development India - Consultant

Aug 2024 - Dec 2024

- Developed and maintained comprehensive documentation for product features and functionalities.
- Conducted quality assurance tests using WebdriverIO in Mocha to ensure functionality and troubleshoot issues.
- Researched and proposed innovative AI solutions to enhance project capabilities.

Proxiom Technologies - Digital Marketing Executive

Jan 2025 - April 2026

- Created and managed social media content, LinkedIn posts, blogs, and branded creatives aligned with marketing objectives.
- Managed Google Ads and Meta ad campaigns, including audience targeting, ad copy, campaign setup, optimization, and performance tracking.
- Monitored campaign metrics such as CTR, CPC, conversions, and ROI using Google Analytics and advertising dashboards.
- Executed SEO strategies through keyword research, metadata optimization, SEO audits, and Google Search Console analysis.
- Planned and executed email marketing campaigns using Mailchimp and HubSpot with audience segmentation and A/B testing.
- Conducted QA checks on landing pages, creatives, tracking links, and campaign assets to ensure accurate execution.
- Edited and maintained websites, landing pages, and blogs for multiple clients.
- Prepared campaign performance reports and dashboards to support marketing decisions and optimization.

PROJECTS

• Spaceverse - Brand & Digital Experience

- Developed a brand and website concept for an interior design and smart-home solutions business, focusing on premium positioning and credibility.
- Created the visual direction, content structure, service presentation, and layouts to communicate complex offerings through a clear digital experience.

• IBIS Healthcare - Social Media & Ad Design

- Designed social media creatives and digital ad campaigns for a healthcare brand, adapting visual communication to different audiences and campaign objectives.
- Created static posts, promotional creatives, and ad visuals while maintaining brand consistency and clear, audience-focused messaging.

CERTIFICATIONS

- Fundamentals of Digital Marketing – Google Digital Garage
- Google Analytics Certification – Google Skillshop
- Google UX Design - Coursera
- Digital Marketing Certification – HubSpot Academy

SKILLS

- Digital Marketing Strategy: Integrated Campaign Planning, Audience Segmentation, Brand Positioning, Content Strategy, Performance Marketing
- Social Media & Content: Social Media Management, Content Calendars, Organic Growth, Influencer Marketing, Community Engagement, Campaign Development
- Paid Media & Acquisition: Google Ads, Meta Ads, Search Campaigns, Retargeting, Conversion Optimization, A/B Testing
- SEO & Organic Growth: Keyword Research, On-Page SEO, Technical SEO, Content Optimization, Competitor Analysis, Search Performance
- Analytics & Performance: GA4, Google Search Console, SEMrush, Google Merchant Center, Campaign Reporting, Performance Analysis
- Creative & Design: Canva, Figma, Adobe Creative Suite, Video Editing, Social Media Design, Visual Communication

ADDITIONAL INVOLVEMENTS

- Played a pivotal role in organizing Rotaract Club events, which brought together over 1000 attendees and significantly enhanced community engagement and involvement.
- Led a team of 10 individuals in planning and executing the college fest, focusing on innovative digital and marketing strategies, resulting in:
 - Successfully attracting over 5,000 attendees to the event.
 - Creating a vibrant and engaging fest experience.
- Organized and led a college coding contest, attracting participation from over 1,000 students.