



# Priyanshi Pandey

Business Executive - International Business

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Gurugram, INDIA

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3 Years 8 Months of experience

## PROFILE SUMMARY

Information Technology graduate and results-driven Digital Marketing Executive with 3.8 years of experience managing successful campaigns and driving inbound and outbound sales across various industries. Expert in crafting and executing comprehensive digital strategies to boost brand awareness, engagement, lead generation, and revenue. Proficient in SEO, SEM, social media, email marketing, content marketing, and sales funnel optimization, with a strong ability to analyze market trends and optimize campaigns for maximum ROI. Quick learner with a passion for technology, committed to driving consistent business growth and maintaining a competitive edge through data-driven digital marketing and sales solutions.

## WORK EXPERIENCE

### Business Executive - International Business

Stellar Information Technology

02-2025 – 01-2026

- Executed comprehensive product marketing strategies to drive targeted revenue growth.
- Increased referral traffic and improved download conversion ratios through data-driven campaigns.
- Maintained and regularly updated review and forum databases to ensure accurate, timely information.
- Enhanced brand credibility by securing expert reviews and testimonials on high-authority websites.
- Leveraged article marketing to boost organic reach and customer engagement.

## KEY SKILLS

Management Skills

Presentation Skills

HTML

Digital Marketing

Inbound Sales

Search Engine Optimization

Email Marketing

Social Media Marketing

Strategic Planning

Online Marketing

Marketing Campaigns

Google Analytics

Project Management

Marketing Strategy

Article Posting

Revenue Generation

Product Research

Outbound Sales

CRM

Google Ads

## CERTIFICATION

- Data Science Foundations - Level 1
- Data Science Methodologies
- SEO Basic
- Google Analytics

## LANGUAGES

Hindi

English

## SOCIAL LINKS

<https://www.linkedin.com/in/priyanshi-pandey-4309b2b1/>

## Digital Marketing Associate

TBS STUDIO

01-2023 - 01-2025

- Planned and optimized digital marketing campaigns across social media, email, and PPC channels, improving overall campaign performance by 15%.
- Collaborated with cross-functional teams to develop and execute integrated marketing strategies, ensuring consistent and impactful brand messaging.
- Created and managed high-quality, engaging content that increased audience interaction and user engagement by 20%.

## Software Engineer Trainee

World Fashion Exchange

04-2022 - 12-2022

- Develop clean, efficient, and maintainable code for new product features aligned with client requirements.
- Collaborate closely with UX/UI designers to enhance product usability and user experience.
- Troubleshoot and debug software issues promptly, prioritizing based on severity and impact.
- Conduct first-level verification and validation testing post-development or bug fixes to ensure quality and functionality.

## EDUCATION

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**B.Tech/B.E. - Computers**

**2022**

SRMCEM

Grade - 7.6/10

**Class XII**

**2018**

CBSE, English

Marks - 80-85%

**Class X**

**2016**

CBSE, English

Marks - 85-89.9%