

# Pooja Perish

## Digital Marketer

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### PROFESSIONAL PROFILE

An analytical marketing professional with an MSc in Strategic Marketing and 3 years of experience in a marketing executive role in a technology start-up. Skilled in running and managing ad campaigns, performing web analytics and technical SEO. Passionate about innovation with expert knowledge of inbound marketing and paid search campaigns. Looking for a new digital marketing role focusing on paid search and data analytics.

### KEY TECHNICAL SKILLS

- Social Media Management
- SEO & SEM
- Google Analytics
- PPC Marketing
- SQL, HTML
- Data Analysis
- CRM
- Marketing Reporting
- HubSpot

### EDUCATION

**Imperial College | London, UK**

**September 2022 - Present**

**MSc Strategic Marketing** (*Distinction, Expected Sep 2023*)

- Key Modules: Data Analysis, Accounting, Strategic Marketing Management, Consumer Behaviour, Market Research, Digital Marketing, Strategic Brand Management, Machine Learning Applications in Marketing.
- Dissertation: 'The effect of inbound marketing on the UK technology industry.'

**Lancaster University | Lancaster, UK**

**August 2014 – June 2018**

**BSc (Hons) Computer Science and Mathematics (2:1)**

### CAREER HISTORY

**Technology Primer | Brussels, Belgium**

**October 2018 – September 2022**

**Marketing Specialist**

- Took full responsibility for running Google, Facebook and LinkedIn ad campaigns targeted at global audiences, generating 30% of leads to customer conversion on average.
- Initiated and integrated HubSpot technology (Marketing, Sales and Customer Support) into the firm's operations and established solid professional partnerships with technology and system integration partners.
- Developed a data-driven approach for the Sales and Marketing department's activities by converting raw data into meaningful visual charts and implementing a new CRM and lead scoring process.

**Arex | Lancaster, UK**

**March 2018 – October 2018**

**Marketing Intern**

- Designed and implemented a new social media marketing strategy for the corporate Instagram, LinkedIn, Facebook and YouTube accounts, generating 10,000+ new followers and improving content engagement by 300%.
- Set up and produced an email marketing automation process to generate new leads, generating \$20,000 in sales obtained directly from the email campaign.

### CERTIFICATIONS

- **HubSpot** Inbound Marketing Certification (Jul 2020), Content Marketing Certification (Jul 2020).
- **Google Data Analytics Professional Certificate** (March 2020).

### LANGUAGE & TECHNICAL SKILLS

- **Marketing Analytics**: Proficient in the use of HubSpot and Google Analytics.
- **Programming**: SQL, R, HTML.
- **MS Office**: Advanced user of Microsoft Office Word, PowerPoint, and Excel.
- **Presentation & Data Tools**: OmniGraffle, Microsoft Visio, Tableau.
- **Languages**: English (fluent), French (intermediate).