





Priya Kapoor

Digital Marketing Manager

Digital marketing manager with five years of experience leading multi-channel campaigns and optimizing ROI through data-driven strategies.

CONTACT

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-  LinkedIn | Portfolio
-  San Francisco, CA 94105

KEY SKILLS

- Paid media management
- Lead generation
- Analytics (Google Analytics, SEMrush)
- Team leadership
- Content strategy

EDUCATION

Master of Business Administration
(MBA)
University of California, Berkeley,
Haas School of Business
May 2017

Bachelor of Business
Administration
University of California, Berkeley,
Haas School of Business
May 2011

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | TechSavvy Inc., San Francisco, CA
June 2020 – Present

- Directed digital strategy for product launches, driving a 40% increase in qualified leads
- Managed \$200K annual ad budget, achieving a 5:1 ROI across Google Ads and social platforms
- Led a team of four marketing specialists, overseeing campaign execution and performance reviews

Marketing Specialist | WebWave, San Francisco, CA
January 2018 – September 2021

- Developed email and social campaigns, improving open rates by 22%
- Conducted market research to inform targeting and messaging strategies
- Analyzed web analytics to optimize landing pages, boosting conversion by 15%