

BOYA NANDINI

Digital Marketing Executive | Google Ads | Meta Ads | SEO | GA4 | GTM | Lead Generation | WordPress

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SUMMARY

PGDM (Marketing) graduate with hands-on training in Digital Marketing including SEO, social media marketing, Google Ads, and Meta Ads. Experienced in running lead generation campaigns, building landing pages using WordPress and Elementor, and developing website content. Executed a Meta Ads campaign generating 14 leads with ₹500 budget. Skilled in Meta Ads Manager, Google Ads, Google Analytics, SEMrush, and Canva.

DIGITAL MARKETING SKILLS

SEO	Lead Generation
Google Ads & Meta Ads	Content Marketing
Google Analytics 4	Email Marketing
Keyword Research	Marketing Automation

MARKETING TOOLS

Google Ads	SEMrush
Meta Ads Manager	Wordpress
Google Analytics	Elementor
Google Search console	Canva
Google Tag manager	Excel

INTERNSHIP EXPERIENCE

Marketing Executive Intern

Shivsai Automobiles (Honda) | 2024

- Assisted in executing promotional marketing strategies for dealership services.
- Conducted competitor analysis and market research.
- Analyzed customer preferences and purchasing behavior.
- Supported sales team to improve customer engagement.

HR Trainee

Skandanshi Group | 2022 – 2023

- Assisted recruitment processes for multiple roles.
- Coordinated HR documentation and HR operations.
- Supported HR team in improving workflow efficiency.

PROJECTS

Meta Ads Lead Generation Campaign

Ran paid advertising campaign generating 14 leads with ₹500 budget using Meta Ads Manager achieving a CPL of approximately ₹36. Implemented audience targeting and optimized ad creatives.

Landing Page Funnel Development

Built landing page and thank-you page using WordPress and Elementor to capture leads and redirect users through a marketing funnel.

WordPress Website Development

Developed a multi-page website with blog content, contact form integration, and analytics tracking.

Google Ads Search Campaign Tutorial

Created tutorial explaining search campaign setup, keyword targeting, and ad creation using Google Ads.

EDUCATION

PGDM – Marketing & HRM

International Institute of Business Study, Bangalore
2023–2025

- CGPA: 8.16

BBA – General

Vasavi Mahila Kalasala, Kurnool | 2020–2023

- CGPA: 8.0

ADDITIONAL INFORMATION

- Languages:** English (Fluent), Telugu (Native), Kannada (Basic), Hindi (Basic)
- Certifications:** Google Ads Certification, SEMrush Certification, HubSpot Certification, Digital Marketing Elite Certification.