

Riya Mehta

Performance Marketing Executive

SEOMeta AdsGoogle AdsContent

Available for hire — Immediate joiner

Career Snapshot

Batch	Ananta — The Catapult · Batch 03 (2026)
Internship status	Completed — 2-month industry internship
Placement status	Actively seeking · Open to full-time roles
Location	Vadodara, Gujarat · Open to relocation
Preferred role	Performance / Digital Marketing Executive

About Me

Commerce graduate turned digital marketer, drawn to the measurable side of marketing — the part where a campaign either performs or it doesn't. Over four months at Ananta I moved from theory to running live ad campaigns, and I'm at my best when I'm reading a dashboard and figuring out what to change next.

Skills & Expertise

Search Engine Optimization (SEO)		85%
Performance Marketing		80%
Meta Ads		88%
Google Analytics 4 (GA4)		75%
WordPress		70%
Content Marketing		78%

AI & Marketing Tools Mastered

Meta Ads ManagerGoogle AdsGA4Google Search ConsoleSEMrushCanvaChatGPTGoogle GeminiWordPressMailchimpBufferLooker Studio

Certifications

- Certificate of Mastery — Digital Marketing (Ananta — The Catapult)
- Specialization Badge — Performance Marketing
- Specialization Badge — SEO Fundamentals
- Internship Completion Certificate — BrandCraft Digital

Portfolio Projects

Local SEO revamp for a Vadodara dental clinic

Live client project · 3 weeks

Problem: Clinic ranked below page two for its core local searches and got most leads through referrals.

Objective: Improve local visibility and inbound enquiries from Google Search and Maps.

Tools used: Google Search Console, Google Business Profile, SEMrush, WordPress

Role: Ran the keyword research, rewrote service-page copy, and optimised the Google Business Profile.

Outcome: Moved 6 target keywords onto page one and roughly doubled Google Business Profile calls over the project window.

Meta Ads lead-gen campaign for a D2C skincare brand

Simulated brief · ₹15,000 test budget

Problem: A new skincare brand needed cost-effective leads without an established audience.

Objective: Generate qualified leads under a ₹250 cost-per-lead target.

Tools used: Meta Ads Manager, Canva, Google Sheets, ChatGPT (ad copy)

Role: Built the audience segments, designed creatives, and ran A/B tests across three ad sets.

Outcome: Landed on an average cost-per-lead of ₹212 with the top ad set outperforming the control by 34%.

Content & email funnel for an EdTech launch

Program project · 2 weeks

Problem: A course launch had traffic but weak conversion from visitor to sign-up.

Objective: Build a content-to-email funnel that nurtures visitors toward enrolment.

Tools used: WordPress, Mailchimp, GA4, Canva

Role: Wrote a 4-part email sequence and two blog articles, and set up GA4 conversion tracking.

Outcome: Email sequence reached a 28% open rate and a 6% click-through on the enrolment CTA.

Internship Experience

Company	BrandCraft Digital, Vadodara
Duration	2 months · Feb – Mar 2026
Role	Digital Marketing Intern

Responsibilities & campaigns

- Managed Meta and Google ad campaigns for two live clients under mentor supervision.
- Scheduled and tracked social content across three brand accounts using Buffer.
- Prepared weekly performance reports in Looker Studio for client review calls.

Clients served

A local real-estate developer and a regional apparel retailer.

Key achievement

Cut the apparel client's cost-per-click by 18% by restructuring their ad sets and refreshing creatives.

Industries & Clients Worked With

Healthcare D2C / Skincare EdTech Real Estate Apparel Retail

[Client / brand logos to be placed here in the built page]

Achievements & Statistics

7	320+	12	2
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Projects completed	Training hours	Tools learned	Live clients served
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Video Resume, Resume & Full Portfolio

- Video resume — 90-second introduction [video embed placeholder]
- Download résumé (PDF) [download link placeholder]
- Full portfolio on Behance [external link placeholder]

Testimonials

Riya picked up the ads dashboard faster than most interns we've had. She's genuinely curious about why numbers move, which is the trait that matters most in performance marketing.

— Internship Supervisor, BrandCraft Digital

Social Media & Contact

Email	riya.mehta@example.com
Phone	+91 9XXXX XXXXX
LinkedIn	linkedin.com/in/riyamehta-example
Location	Vadodara, Gujarat

Hire this Candidate	Schedule Interview	Download Profile Package
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