

PRAKASH KUMAR GUPTA

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7.5 years of Digital Marketing Experience In Lead Generation using Data driven approach. Proven success in lead generation and brand awareness campaigns. MICA Alumni. Good Experience in Marketing Analytics

AREAS OF EXPERTISE

- Marketing Analytics
- Google Analytics
- SEM, Google Adwords
- Digital Marketing Strategy
- Search Console
- Data Studio
- Google Tag Manager
- Hubspot CRM
- SEO
- Web Analytics
- Email Marketing
- Display Ads, Fb ads

PROFESSIONAL EXPERIENCE

Technoforte Software Pvt. Ltd.–Digital Marketing Lead April,2021 –Present

Handled end-to-end digital marketing for product based IT company. Handled a team of 5 members. Ran successful lead generation campaigns via SEO, Google ads, and LinkedIn ads. Used Google analytics to understand data and optimize campaigns. Used Google tag manager to track various events. Used data studio for reporting and visualizations. Built monthly budgets, media plans for different channels. Used Hubspot for

- Increased lead count by 80%, Increased website traffic by 330%
- Generated leads via Google Search, display and video ads.
- Was able to rank Keywords on 1st position on YouTube and Google Search
- **Tools Used:** AdWords, Data Studio, Google Analytics, Search Console, Google Tag Manager, Google Analytics, Webmastertools, Wordpress, Hootsuite, Mailchimp, Sales Navigator, Zoominfo

TATA Consultancy Services (TCS), Bangalore –Digital Marketing Associate

Oct,2016 – April,2021

- **Campaign Optimization:** Used tools like Semrush, Screamingfrog, Ahrefs, Google Analytics, search console to solve marketing problems.
- **SEO/SEM:** Used search console to improve SEO efforts. Used Adwords to optimize Google ads campaigns. Installed tracking codes, Fb pixel and implemented UTM parameters.
- **Web Analytics:** Used tools like Google Analytics, Statscounter to derive useful insights, Reporting, Conversion Tracking, Segmentation. Drilling down of data to identify business opportunities. Analyzing data to solve business problems.
- **Reporting:** Used Excel and Data Studio for reporting and creating dashboard.

Webcanny, Bangalore – Digital Marketing Expert

July 2015 - June 2016

Webcanny is a renowned ad agency in Australia here I have Handled a team of 4 members comprising of Seo Executive, Content writer, Senior Seo analyst.

- **SEO:** Improved Traffic of website and helped it rank on number 1 position in Australia. Worked on on-page SEO & Off-page SEO. Experience in Ecommerce SEO, Video SEO, Local SEO & International SEO.
- **SEM/PPC:** Creation of PPC Campaigns using Google Adwords. Created ads on Google Search & Display Network. Goals creation and Conversion Tracking. Responsible Lead generation in the form of calls and form-fills. Tracking of KPIs using Analytics.
- **Landing Page Optimization:** Drove subscription increase of 10-25% for several websites by writing and testing landing page copy to improve conversions.
- **YouTube:** Created Channel for clients and optimized videos. Created YouTube ads.
- **Google Analytics:** Traffic Analysis, Reporting, Tracking, Re-marketing.
- **Social Media Marketing:** Established strong social media presence across Facebook, Twitter, Pinterest, YouTube, and other key sites for all 10 brands by using tools like buffer & Hootsuite

Scrumaxis, Bangalore – Digital Marketing Expert

July 2014-June 2015

- **SEO:** Ranked few keywords on 1st page of Google
- **Social Media:** Did brand awareness and promotion on social media sites.
- **Paid/SEM Campaigns:** Handled paid campaigns on Google, Facebook and LinkedIn. Responsible for lead generation for the company via PPC campaigns. Worked on Google Search ads to bring targeted traffic to the website.

EDUCATION & CREDENTIALS

<u>Qualification</u>	<u>Institute</u>	<u>Year</u>
Post Graduate Certification	MICA, Mudra Institute of communication(Tier1 College), Ahmedabad	2017
B.E. (ECE)	<i>Bapuji Institute of Engineering & Technology, Davangere</i>	2013

Certifications:

Google Certification – Adwords, Analytics