

# PRAKASH KUMAR GUPTA

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**7.5 years** of Digital Marketing Experience In Lead Generation using Data driven approach.  
Proven success in increasing online presence, lead generation and brand awareness.

## Post Graduate Program In Digital Marketing, From Tier 1 College, MICA

- Expertise in multiple digital marketing disciplines including SEO, SEM(PPC), Social Media Marketing, Content Marketing.
- Extremely passionate and knowledgeable about Digital Marketing.
- Brainstorm new and creative growth strategies.

### AREAS OF EXPERTISE

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|------------------------------|--------------------------|--------------------|
| ○ SEO                        | ○ On-page SEO            | ○ Off-page SEO     |
| ○ SEM, Google Adwords        | ○ Social Media Marketing | ○ Google Analytics |
| ○ Facebook Marketing         | ○ Display Advertising    | ○ Blogging         |
| ○ Digital Marketing Strategy | ○ YouTube Marketing      | ○ Growth Hacking   |

### PROFESSIONAL EXPERIENCE

#### Technoforte Software Pvt. Ltd.–Digital Marketing Lead

April,2021 –Present

Handled end-to-end digital marketing for B2B SAAS company. Handled a team of 5 members. Ran successful B2B lead generation campaigns via SEO, Google ads, Facebook ads, LinkedIn ads. Handled Blog, did YouTube promotion and social media management for company. Worked on Marketing automation, Lead management, Email Marketing and CRM using Hubspot tool. Ran successful lead generation and branding campaigns. Discovered new media channels for marketing.

- Increased lead count by 40%
- Increased website traffic by 330%
- Generated B2B leads via Google and LinkedIn ads
- Was able to rank Keywords on 1<sup>st</sup> position on Youtube and Google Search
- **Tools Used:** Excel, Salesforce, Adwords, Jira, Google Tag Manager, Google Analytics, Kenshoo, Marchex, Search Console, Webmastertools, Wordpress, Statcounter, Photoshop, Hootsuite, Mailchimp, Sales Navigator

#### TATA Consultancy Services (TCS), Bangalore –Digital Marketing Associate Oct,2016 – April,2021

- **SEM:** Worked as a campaign manager and handled B2B ad campaigns. Spent over 10million dollars in Google ads and helped clients like Yellowpages, Thryv in lead generation. Ran successful ad campaigns on Goolgle, LinkedIn, Youtube and others.
- **SEO:** Achieved first page Google ranking on key terms for more than 10 clients. Helped sites in getting organic traffic and bring business value. Handled both On-page SEO & Off-page SEO.

- **Analytics:** Used tools like Google Analytics, to derive useful insights, Reporting, Conversion Tracking, Segmentation. Drilling down of data to identify business opportunities. Analyzing data to solve business problems.

### Webcanny, Bangalore – Digital Marketing Expert(Team Lead)

July 2015 - June2016

- **SEO:** Improved Traffic of website and helped it rank on number 1 position in Australia. Worked on on-page SEO & Off-page SEO. Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search engines. Experience in Ecommerce SEO, Video SEO, Local SEO & International SEO.
- Handled a team of 4 members comprising of Seo Executive, Content writer, Senior Seo analyst
- **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.
- **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

July2014-June2015

- **SEO:** Ranked few keywords on 1<sup>st</sup> 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.

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## EDUCATION & CREDENTIALS

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

### Certifications:

Inbound Marketing Certification – HubSpot Academy  
 Google Certification – Adwords, Analytics

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