

Prasad Joshi

SEO Specialist | Digital Marketing Expert

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SUMMARY

With over 13+ years of experience in digital marketing and SEO, I have a proven track record of developing effective SEO campaigns and delivering measurable results. My technical skills include proficiency in SEO tools like Ahrefs, SEMRush, and Google Analytics.

STRENGTHS

Analytical Thinker

Utilized keyword research and content generation strategies in current organization to improve SEO performance.

Excellent Communicator

Coordinated with cross-functional teams (Content, Website Developer, Designers etc) regarding all kind of support required to achieve SEO Goals.

Creative Content Creator

Developed engaging website content, including blog posts, webpages, infographics, videos, banners that increased site traffic by 25%.

SKILLS

SEO Best Practices, Local SEO, Technical SEO, On page & Off page activities, Ahrefs, SEMRush, Google Analytics, Content Creation, Content Marketing, Core Web Vital, Website Migration

EXPERIENCE

Organic Marketing Manager

Poonawalla Fincorp Pvt. Ltd.

May 2021 – Till Date

Working on SEO related all activities for official website & also provided support for website development/maintenance.

- Worked on merger & migration of two websites with official PFL website. Completed all website migration related tasks, such as URL structure, webpage structure, design, 301 redirection, SEO elements, GA-GSC registration etc.
- Implemented SEO best practices, strategic content planning and achieved monthly 3Lakh+ organic traffic within two years.
- Used tools like Ahrefs, SEMRush, Hotspot, SurferSEO, Screaming Frog, Google Analytics and Google Search Console to track and report on SEO performance metrics.
- Worked on GMB, listing of all official branches within Google Map & driving business through branch operations.
- Recently completed entire website migration along with the team from core PHP to LifeRay CMS platform.
- Currently working on all regular SEO activities such as webpage creation, blog articles, maintaining page speed (CWV), updating XML-HTML sitemap, link building, studying organic traffic performance & drafting the new strategy to achieve higher goals.
- Implementing all Core Web Vital (CWV) and EEAT (Experience, Expertise, Authoritativeness, Trustworthiness) related technical enhancements to make website technically robust & ultimately to grow the organic traffic.
- Coordinated with website development & IT infra team for various website development & maintenance related activities, such as API integration, lead data flow, server patching, load balancer etc.

Digital Marketing Specialist

Bajaj Allianz General Insurance Company

March 2019 – April 2021

Worked on SEO of official BAGIC website along with data marketing activities.

- Handled all regular SEO related activities for official website of the organization to grow the organic presence and lead generation.
- Worked on data marketing activities such as campaign management for WhatsApp, SMS & Email Marketing.
- Coordinated with graphics designer team for all requirements related with website banners, social media creatives, WhatsApp & email banners etc.

Sr. IMBC Executive

Futurism Technologies Pvt. Ltd.

Oct 2015 – March 2019

Worked on various digital marketing activities as per client's requirement.

- Worked on projects based on electronic parts manufacturing industry, soundproofing products, aerospace industry, pressure vessels related products.
- Done all the basic SEO and digital marketing related technical activities on every project to make websites more search engine friendly and to grow website visitors and leads.
- Worked on Google AdWords PPC text and display ads for project based on pressure vessels related products. Worked on online product marketing on Amazon for soundproofing products for more product sell.

Online Marketing Executive

Timeless Learning Technologies

June 2014 – Sept 2015

- Worked on project based on employee recruitment platforms and online e-signature solution provider.
- Performed all the basic SEO activities on every project to grow website visitors and make website more search engine friendly.
- Worked on Google AdWords text ads for the project related with employee recruitment platform.

SEO Executive

JoGuru Social Networking

August 2012 – May 2014

- Worked on project based on employee recruitment platforms and online e-signature solution provider.
- Performed all the basic SEO activities on every project to grow website visitors and make website more search engine friendly.
- Worked on Google AdWords text ads for the project related with employee recruitment platform.

SEO Executive

ACE Infotech

Dec 2011 – July 2012

- Worked on various WordPress platform-based websites.
- Majorly worked on various backlinking activities and updating website content through WordPress CMS.

SKILL AREA

- Online Brand Development, Digital Marketing. Market Research, Competitors Analysis.
- On-Page optimization, URL Structure, URL Redirection, XML Sitemap, Robots.txt.
- Keyword Research, Meta Tag Optimization, Schemas, Reach Snippets.
- Local SEO though Geo-targeted webpages, local listing & G-Map listing.
- Website page speed improvement with core web vital parameters.
- Website EEAT related parameters implementation.
- Google Analytics, Google Search Console, SEMRush, AHref.
- Email Marketing on MailChimp and PHP List.
- Social Media Marketing on Facebook, LinkedIn, Pinterest, Twitter, YouTube etc.
- Off-Page Optimization & Backlink Creation with Backlink Analysis & Disavow File.
- PPT, Animated Video, Infographics, Content Marketing.

EDUCATION

- Bachelor of Science (Comp. science) in 2011 –First Class from Modern College, Pune University.
- H.S.C (Comp. science) in 2008 – First Class from Maharashtra State Board.
- S.S.C in 2006 – First Class from Maharashtra State Board.

PERSONAL DETAILS

- Date of Birth –28th February, 1991
- Nationality – Indian
- Marital Status- Married
- Languages Known – English, Marathi, Hindi