



PRAVEEN H

Digital Marketing Specialist

Results-driven professional with a proven track record in Digital Marketing, leveraging a diverse skill set to spearhead successful projects.

Experienced in working with international clients (USA, India, Canada, Australia, New Zealand and European countries) from (B2B & B2C). Digital Marketer with a strong understanding of digital strategies including SEO, PPC and social media marketing. I am skilled in analyzing and optimizing campaigns to drive the highest ROI.

Eager to contribute seasoned insights and continue evolving in the dynamic landscape of Digital and Marketing.

Contact Details

Phone

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Email

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Address

Gurulohitha Apartment,
Bommanahalli, Bangalore
560068

Education

2019

Bachelor of Engineering

61%

Mysuru Royal Institute of
Technology
Mysore

Expertise

- Search Engine Optimization (SEO)
- Paid Marketing (PPC) - Google Ads
- Social Media Management
- Bing Ads
- Conversion Tracking and ROI Analysis
- Google Analytics and Google search Console
- Digital Marketing Strategy Development and execution

Course

Advance Digital Marketing Course

Language

English

Kannada

Hindi

Experience

Demand NXT Business Pvt Ltd (B2B) | Bangalore

May 2023 - Present

Digital Marketing Specialist

- Worked with a diverse portfolio of 7+ brands, contributing to their growth through tailored SEO and lead generation strategies
- Search Engine Optimization (SEO): Proficient in both on-page and off-page SEO strategies, consistently achieving enhanced search engine rankings and increased organic traffic.
- Demonstrated hands-on experience with industry-leading tools, including but not limited to **SEMrush, Ahrefs, Screaming Frog, Google Search Console and Google Analytics**.
- Working on Lead generation campaigns and able to generate **120+ leads per month**.
- Specialized in data-based lead generation for SaaS platforms, driving substantial business growth through targeted and high conversion campaigns
- Extensive hands-on experience with **Zoho tools**, utilizing them to streamline processes, enhance team collaboration, and achieve optimal results in SEO and lead generation initiatives.
- In-depth **competitor analysis skills**, allowing for the identification of market trends, opportunities, and the development of tailored strategies to gain a competitive edge.
- Led a successful **cross-functional team** in the strategic revamp of company website, resulting in a marked increase in user engagement and improved conversion rates.
- Worked closely with **design, sales, social media, and PPC** teams for a well-rounded digital strategy. Supported the social media team in boosting brand visibility and engagement, while aiding the PPC team in refining cost-effective bidding strategies. This collaborative effort streamlined calendar management for cohesive marketing outcomes.
- Drove significant advancements in lead flow, lead conversion, resulting in a noteworthy increase of **\$4.5k/ month** in business revenue. Successfully increased the average deal size from **\$14k** to a potential **\$18.5k**, demonstrating a strategic approach that maximizes the financial impact of each successful conversion.
- Proficiently managed and optimized advertising campaigns on **Bing and Google Ads** platforms to drive conversions and leads.
- Successfully increased conversion value in Google ads from **\$1.5K to \$3.5k** with only budget of **\$1k/month**.
- Having hands-on experience on social media automation tool Jarvee maintained **25+ accounts** and increased connection base and business reach through social media account.

Skillslash Pvt Ltd (B2C) | Bangalore

Sep 2022 - May 2023

Digital Marketing Executive

- Responsible for managing all SEO activities such as content strategy, competitor analysis, link - Building and keyword strategy to increase rankings on all major search networks.
- Implement link building campaigns in coordination with company SEO goals.
- Work with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Create daily content for social media platforms, blogs & miniblogs.
- Building and keyword strategy to increase rankings on all major search networks.
- Worked on high search volume keywords and social media promotions.

Web Converts PVT Ltd | Marketing Agency | Bangalore

July 2022 - Sep 2022

SEO Executive (Internship)

- Reviewing and Audit client Websites for areas that can be improved and optimized On-page, Off-page, and Technical issues etc. Explored various investment opportunities.
- Work with multiple tools for auditing the client websites.
- Monitor website performance and take necessary steps to improve traffic used SEO tools for link building, audit, analysis, and more (Uber suggest, Google analytics, Google search console, SE ranking, SEMRUSH).
- On-Page SEO : Keyword Research, Robot.txt, Schema markup, Meta tags, SEO audit, URL optimization, Image optimization, etc.
- Off-Page SEO : Social Bookmarking, Business listing, Image submission, Guest posting, Video submission, etc.
- Worked on on-page aspects for multiple websites.

Tools

- Google Analytics Tools
- Google Search Console
- Google Tag Manager
- Ahrefs
- SEMrush
- Uber Suggest
- Screaming Frog
- Canva
- Zoho CRM
- Wordpress
- Jarvee
- iSpionage

Hobbies



Declaration

I hereby declare that above written particulars are true to the best of my knowledge and belief.