

# SWARAJ PRASAD

SEO | Google Ads | Meta Ads

## CONTACT DETAILS

- ✉ swarajprasad0@gmail.com
- ☎ +91 7905612696
- 🌐 <https://bit.ly/DM-Projects>
- 🌐 <https://www.linkedin.com/in/swaraj-prasad/>
- 🌐 [https://linktr.ee/swaraj\\_prasad](https://linktr.ee/swaraj_prasad)

## CORE COMPETENCIES

- Digital Marketing
- Content Marketing
- Social Media Marketing
- Marketing Analytics
- Google Ads
- Meta Ads
- You Tube SEO
- Brand Management
- On-Page and Off-Page SEO Techniques
- Technical SEO Audits and Implementation
- Affiliate Marketing
- Online Marketing
- E-mail Marketing
- Keyword Research and Analysis
- Backlink Strategy Development
- PPC Campaign Creation and Management
- A/B Testing and Performance Optimization
- Budget Management and Cost-Per-Click (CPC) Analysis
- Remarketing and Audience Targeting

## TECHNICAL SKILLS

- WordPress
- Google Analytics (UA & GA4)
- Google Search Console
- Google Tag Manager
- Data Studio
- SEMrush
- Ahrefs
- Moz
- Slack
- ClickUp
- Microsoft Teams
- Canva
- VID IQ

## JOB OBJECTIVE

Cultivated a robust career in digital marketing, focusing on **search engine optimization, Social Media Marketing, Email Marketing, Google Ads and Meta Ads** strategies to enhance brand presence and drive measurable results. Aiming to leverage analytical skills and innovative strategies to drive performance and **enhance brand visibility in a challenging role within the digital marketing landscape, remotely.**

## PROFILE SUMMARY

- Possess **nearly 7 years** of expertise in cultivating a solid foundation in digital marketing through diverse roles, enhancing skills in **content creation, SEO, Social Media Marketing, and performance marketing** across multiple industries.
- Supervising **digital marketing initiatives as the Digital Marketing Manager at LG CPA Professional Corporation**, driving strategic campaigns to elevate online visibility and engagement.
- Realized **substantial growth in website traffic and user engagement** through the implementation of **targeted digital marketing strategies and continuous performance optimization.**
- Exhibited strong leadership capabilities that **promote teamwork and innovative thinking**, ensuring successful project execution in dynamic environments.
- Utilized advanced **analytical tools to extract meaningful insights**, enabling the development of **data-driven marketing strategies that align with business objectives.**
- Dynamic marketing professional with a strong focus on **email marketing**, skilled in designing and executing targeted campaigns, **performing A/B testing, and analyzing performance metrics** to drive **lead conversion and enhance future strategies.**
- Proficient in both **on-page and off-page SEO techniques**, including keyword research, technical SEO audits, and backlink strategy implementation. **Successfully improved domain authority from 0 to 10 through effective SEO practices.**
- Experienced in creating and managing **Google Ads campaigns** that drive traffic and conversions. Skilled in **analyzing campaign performance and optimizing ads** based on **metrics such as CTR, ROAS, and ROI.**
- Skillful at using **Google Analytics to monitor user behavior and derive actionable insights** for improving website performance and ad effectiveness.
- Established capability to **analyze and optimize PPC campaigns** across multiple platforms, enhancing click-through rates and lowering cost-per-click.
- Leveraged data from **Google Ads and analytics tools** to inform strategic decisions and refine digital marketing initiatives for maximum impact.
- Expertise in aligning **SEO strategies with Google Ads** to ensure cohesive messaging and branding, **driving both organic and paid traffic to landing pages.**

## WORK EXPERIENCE

### Digital Marketing Manager

LGCPA Financial Corporation – Toronto (Remote)

September 2023 – Present

- Spearheading comprehensive SEO initiatives for the corporate website and YouTube channel, resulting in significant improvements in organic search visibility and traffic.
- Conducting in-depth keyword analysis and developing robust backlink strategies to increase domain authority and search rankings.
- Utilizing Google Analytics for extensive user behavior analysis, translating data into actionable marketing strategies that enhance user engagement and conversion rates.
- Managing Google Ads and Facebook ad campaigns to drive a substantial increase in qualified leads and optimize return on ad spend.
- Driving targeted growth strategies for the YouTube channel, achieving significant boosts in subscribers, views, and watch time to expand audience reach and brand presence.
- Creating and presenting comprehensive monthly analytics reports for YouTube, LinkedIn, Facebook, and Instagram, providing critical insights that inform future marketing strategies and initiatives.

## ACADEMIC DETAILS

- Post Graduate Program in Digital Marketing, Purdue University - Simplilearn Certified, 2023
- M.Phil. in Bioinformatics, Alagappa University, 2014

## CERTIFICATIONS

- Customer understanding & Digital Marketing Channels, Unilever Sep 2024 – Life Time.
- The Fundamental of Digital marketing, Google Digital Garage - 2022-Life Time.
- Social Media Marketing HubSpot Academy May 2022 – June 2024.
- Content Marketing, HubSpot Academy, Feb. 2022 - April 2024.
- Google Analytics Certification, Google, July 2023 – July 2024
- Google Search Ads Certification, Google, July 2023 – July 2024.
- Google Ads Measurement Certification, Google, July 2023 – July 2024

## PERSONAL DETAILS

**Address** Biharsharif, Bihar, 803101, India

**Languages Known** English and Hindi

### SEO Manager

**Battle for Blindness Foundation – New Delhi**

**December 2022 – August 2023**

- Performed a thorough SEO audit of the entire website, identifying key areas for improvement and optimization.
- Conducted in-depth keyword research for the website and upcoming blogs, ensuring alignment with audience interests and search trends.
- Identified and removed technical SEO errors, implementing various backlink strategies to enhance site authority.
- Successfully increased the domain authority score from 0 to 10 through targeted backlink tactics and optimization efforts.

### Technical Content Writer & Video Editor

**Everest IMS Technologies – Bengaluru**

**May 2022 – November 2022**

- Wrote blogs, articles, whitepapers, and technical content for B2B SaaS products, ensuring clarity and depth to effectively engage target audiences.
- Developed comprehensive technical documentation for B2B software using Adobe Robohelp CMS, enhancing user understanding and product usability.
- Crafted impactful PowerPoint presentations for seminars and events, communicating complex ideas succinctly and professionally.
- Created high-quality featured videos using Camtasia for the B2B software 'Infinity,' driving awareness and user engagement through compelling visual content.

### Technical Content Writer

**Q2 Success Pvt. Ltd.**

**October 2018- February 2022**

- Thoroughly analyzed and researched topics to systematically organize and enhance the overall web content.
- Wrote engaging blogs on WordPress, ensuring all on-page SEO prerequisites were met to improve visibility and search rankings.
- Authored technical blogs covering Artificial Intelligence, Machine Learning, Deep Learning, Blockchain, Cryptocurrency, and cloud computing, among other topics, to educate and inform the audience.
- Designed suitable frameworks for each project, demonstrating exceptional research and organizational skills to ensure project success.
- Composed social media posts and promotional content featuring catchy phrases and customer-appealing language, effectively driving engagement and brand awareness.

## FREELANCE EXPERIENCE

### Content Strategist

**InternGyan**

**April 2016 – September 2018**

- Strategized and edited web content for InternGyan, ensuring high-quality copy that aligned with brand messaging and goals.
- Ideated and wrote compelling short and long video scripts for promotional purposes, enhancing the brand's outreach and engagement.
- Performed thorough keyword research and authored SEO-optimized blogs, implementing a customized research methodology framework for each project to maximize visibility.
- Written, edited, and managed social media posts, effectively engaging the audience and driving brand awareness.
- Developed ad copies, sales pitches, donation awareness campaigns, corporate documentation, government proposals, fundraising letters, CSR materials, scripts, flyers, and brochures to support various marketing initiatives.

