

SAI ABHISHEK PRADHAN

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DIGITAL MARKETING ANALYST

Results-driven Digital Marketing Professional with over 5 years of experience in managing all aspects of digital marketing, including PPC (Ads), SEO, and SMO. Skilled at creating and implementing effective strategies to boost brand awareness, improve search engine rankings, increase website traffic, generate leads, drive sales, and build a positive reputation for both B2C and B2B businesses.

WORK EXPERIENCE

5 YEAR

DIGITAL MARKETING ANALYST

Aug 2023 - present

- Managing multiple businesses and projects by handling all aspects of PPC, SEO, and SMO operations. This includes planning, launching, and optimizing campaigns and websites for both global and local audiences across various digital channels. Additionally, responsible for client interactions, maintaining strong relationships, managing expectations, tracking progress, analyzing results, and preparing detailed reports for clients.

Freelance Web Designer and Digital Marketer

Mar 2021 – Aug 2023

- Designed and developed customized WordPress websites for clients across various industries.
- Implemented SEO strategies and digital marketing campaigns to enhance online presence and drive business growth.
- Delivered end-to-end solutions, combining web design with targeted marketing to achieve client goals.

Blogger

Dec 2019 – Present

- Owned and managed personal blog websites from 2020 to 2023, achieving a growth of zero to four lakh monthly visits. Specialized in leveraging top ranking, viral web stories and Google Discover articles to drive traffic, with a focus on SEO, content strategy, and audience engagement.

MAJOR KEY AREAS OF EXPERTISE

- Comprehensive understanding of digital marketing concepts, including Paid Media, Social Media, and SEO.
- Proficient in using tools like Google Analytics (GA4), Search Console, Tag Manager, and Pixel.
- Experienced in managing Google Ads, Bing Ads, and Facebook Ads, including Business Manager, Pixel setup, conversion tracking, and remarketing.
- Expertise in SEO strategies, covering keyword analysis, on-page and off-page optimization, technical SEO, and blog creation.
- Skilled in working with B2B, B2C, and e-commerce websites.

- Strong verbal and written communication skills for presenting strategies, optimizations, and bi-weekly reports.
- Continuously updated on the latest trends and techniques in PPC, SEM, SEO, ASO and SMO.
- Adept at creating clear and visually appealing reports using tools like Data Studio and Google Analytics.

TECHNICAL SKILLS:

KEY RESPONSIBILITIES IN PAY PER CLICK (Google Ads/Meta Ads/LinkedIn Ads Snapchat Ads)

- Managing daily operations for Google Ads, Meta Ads, LinkedIn Ads, and Snapchat Ads, including account setup and optimization.
- Creating various ad types on Google and Meta, such as Display, Video, Search, and Shopping campaigns.
- Expertise in all bidding strategies on Google and Meta platforms.
- Conducting audience research to ensure campaigns target the right audience for maximum results.
- Performing detailed research on the business/website to plan and launch effective ad campaigns.
- Implementing tools like Google Analytics, Universal Tags, and Facebook Pixel to track campaign performance.
- Setting up Google Merchant Center and managing product feeds and catalogs for Google and Meta.
- Conducting competitor analysis and regular clarity monitoring to improve landing pages and ad copy.
- Using Google Keyword Planner to identify high-performing keywords.
- Tracking ROI and providing regular spending and performance reports for client campaigns.

Campaign	Imps	Clicks	Cost	Conversions
Shopping Ads Performance Max	307,260	4,566	US\$1,933.87	21,069.96
Search Ads	7,257	210	US\$2,914.8	477.80
Site Ads groups	2,450	121	US\$2,644.9	954.47
Total: All enabled campaigns in your acc...	316,968	4,919	US\$2,935.85	24,412.3
Total: Account	316,968	4,919	US\$2,935.85	24,412.3

Ecommerce Google Ads

Campaign	Impressions	Amount spent	Purchases	Results	Purchases conversion value
Sodium Cells	---	---	---	---	---
Golf Cart	11,980	₹10,654.70	33	33	₹366,111.66
New Sodium Cells	12,819	₹10,667.71	22	22	₹1,549,620.02
Catalogue Sales - Sika Batteries - BMS	13,330	₹10,639.50	83	83	₹1,405,898.67
02/02/2024 Promoting Sika Batteries	---	₹0.00	---	---	₹0.00
Results from 7 campaigns	38,239	₹31,962.97	223	223	₹3,321,630.35
Total	38,239	₹31,962.97	223	223	₹3,321,630.35

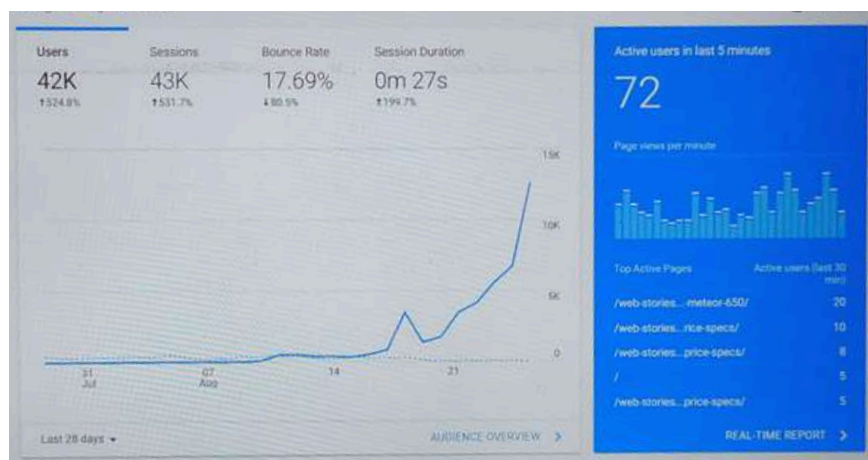
Ecommerce Meta Ads



Google ads for Agency's Services

KEY RESPONSIBILITIES IN SEARCH ENGINE OPTIMIZATION

- Conducting detailed site audits to identify and address technical and on-page SEO issues, ensuring websites are optimized for better performance and Google indexing.
- Performing computational analysis and sharp analysis to understand competitive landscapes and uncover growth opportunities for businesses.
- Developing tailored content strategies based on project needs, using insights gained from in-depth research and trending topics.
- Proficient in using advanced tools like SEMRUSH, Ahrefs, Screaming Frog, Moz, and other keyword research tools to analyze performance metrics, identify target keywords, and improve rankings.
- Skilled in keyword research to identify high-traffic and competitive keywords based on search volume and competition.
- Collaborating with web developers and designers to implement SEO-friendly solutions and improve website indexability.
- Creating engaging blog calendars and collaborating with writers to produce niche-specific content that aligns with business goals and trending topics.
- Acquiring high-quality backlinks through competitor analysis to boost Domain Authority (DA), Page Authority (PA), and organic traffic.
- Monitoring website performance and campaign success using Google Analytics (GA4), Search Console, and other tracking tools, ensuring continuous improvement.
- Generating detailed reports (weekly, monthly, and fortnightly) to assess progress, monitor rankings, and refine future strategies.
- Setting up Google Analytics (GA4) events to track call-to-action (CTA) buttons, lead form submissions, and user behavior on websites.

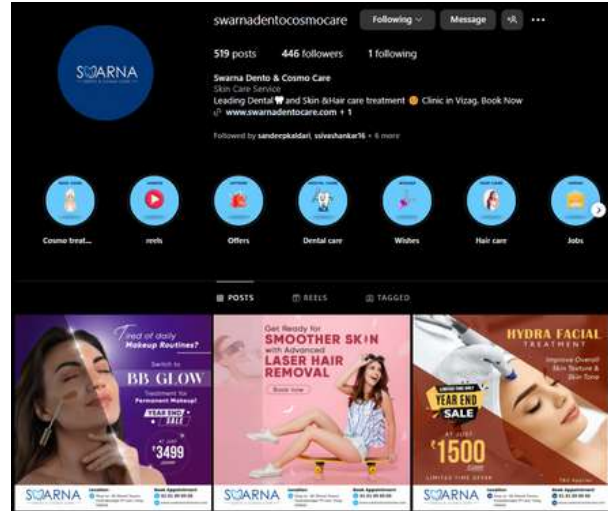
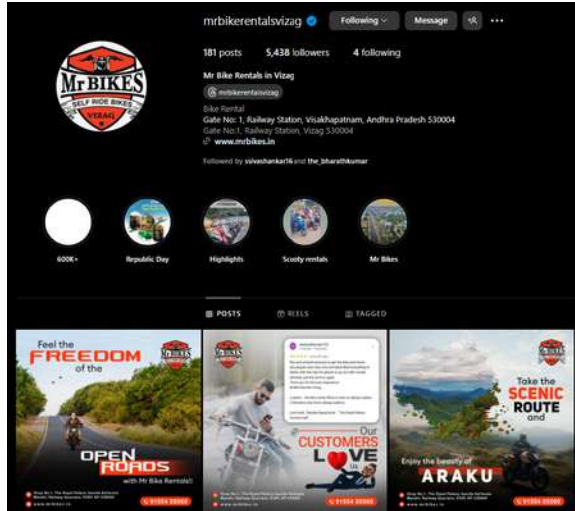


Blog traffic from 0 to 42k Organic

KEY RESPONSIBILITIES IN SOCIAL MEDIA MARKETING

- Managing Client's social media business pages on Facebook, Instagram, Twitter, Pinterest, LinkedIn, etc.
- Preparing monthly content calendars and do regular updates on all pages.
- Collaborating with a graphic design & video editing team to get eye-catching posters & videos.
- Monitoring the pages on a regular basis to answer users' inquiries and reply to comments.
- Collaborating with influencers for promotions.
- preparing weekly insight reports.
- Finding popular hashtags related to a business niche to get more reach in the targeted audience.

- Will do a competitor analysis and monitor their pages to Increase the Potentiality of the Businesses.
- Will think creatively to provide ideas to make designs and launch potential campaigns.
- Will join relevant groups and share posts based on business niches & targeted locations.
- Creating polls to get engagement from followers and boosting the posts as well



ACADEMIC PROFILE

- Completed Secondary Education (10th Grade) - Nagpal High School 2018
- Diploma in Civil Engineering - Govt polytechnic Baleshwar 2018 - 2021

DECLARATION

- I hereby declare that all the information made in this is true, complete, and correct to the best of my knowledge and belief to serve your esteemed organizational growth.