

# Prem Parab

## Professional Summary

Being a digital marketing enthusiast who is passionate about developing & optimizing digital marketing campaigns across all channels in order to achieve it's objectives & targets. I hold strong grasp of current marketing tools & strategies with an excellent track record of leading integrated campaigns from concept to execution.

## Work Experience

**Lifestyle -Quality** (Health-Care Company) **01/2022 - 08/2022**  
**Working Student - Marketing Intern**

- End-to-end marketing planning, strategizing & execution for any current or upcoming product launch
- Generate leads from Amazon Marketing, Google Merchant Center, Google Ads, Facebook & Instagram Ads, Linkedin Ads and Shopify for German speaking countries.
- Generate traffic & sales from Email Marketing (mainly from Active Campaign) & Push Notification campaigns
- Content creation & designing for promotional & transactional emailers & newsletters.
- Create & maintain landing page for quick new product launch sales with easy UI UX.
- Handled SEO & Social Media Platform's while creating monthly calendar with content writing & supervising graphical posts output.

*Increased ROI via lead generation campaigns with 23% of SEO organic traffic growth*

**Infectious** (Digital Marketing Agency) **02/2021 - 07/2021**  
**SEO Specialist**

- Responsible for SEO planning, strategizing & execution for all clients which includes technical On-Page SEO & Off -Page SEO submissions.
- Preparation of in depth SEO reports using tools Google Analytics, Ahref, Uber suggest, Similar Web, Google Console, Hotjar, Screaming Frog SEO Spider, MOZ, SEM Rush, Google Adwords, TubeBuddy, Bing Webmaster, Keywords Everywhere, Small SEO tools, Sistrix, keyword hero, etc.
- Conceptualize the overall creation, testing & optimization of landing pages while undertaking all Google Tag Manager activities
- Coordination of internal departments for content and off-page planning
- Competitive monitoring and benchmarking analysis

*Achieved top 5 positions for targeted SEO keywords within 3 months for a client*

**Lion Digital Media** (Digital Agency) **02/2020 - 01/2020**  
**Digital Marketing Manager**

- Conceptualization, execution & analysis of organic & paid campaigns
- Managed direct marketing campaigns like SMS, Email, Push Notification & WhatsApp marketing for B2B & B2C clienteles
- Optimized websites through Google Tag Manager, Google Search Console, Google Analytics, Ahrefs, MOZ, SEM Rush, Hubspot & other tools & softwares
- Increased customer acquisition & ROI through continuous optimization, testing & experiment with ad creative work, bid strategies, audience targetings, etc.
- Developed & supervised marketing content like blogs, social media monthly posts, online ads, promotional print materials like brochure, pamphlets, etc

**Infinity Info** (Programmatic Agency) **09/2017 - 06/2018**  
**Business Development Executive**

- Specialties: XML traffic from POP, CPV to Premium, Shopping and Local Search through our independent networks.
- XML feeds including International feeds, Conversion feeds, TOS/PVs, etc.
- Mobile, Injection, Toolbar feeds and traffic, etc.
- Daily Monitoring and reporting of campaigns
- Engage in Business development activities across global market

**Onlighten Media** (Saas) **08/2016 - 04/2017**

**Digital Marketing Trainee**

- Making strategies & handling Facbook & PPC campaigns for clients
- Developed, planned and executed effective SEO & Social media strategies
- Analyzed and reported social media and SEO marketing results for business
- End-to-end webinar marketing planning & execution
- Well-versed with email marketing for B2B Saas industry & other industry clientele



## Personal Information

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D.O.B: 10.01.1993

## Education

**MMS. Masters in Marketing**  
K.C. College of Engineering & Management Studies

**PG Diploma in Digital Marketing**  
GISMA Business School, Berlin, Germany

**Bachelors in Arts**  
K.C. College, Mumbai University, Mumbai, India

## Skills

Well versed in Project Management  
Proficient in MS Office  
Content Development & Marketing  
Specialised in SEO, SEM, Social Media Marketing  
Expertise in Email, SMS & WhatsApp Marketing  
Mastery in WordPress  
Expert in Lead Generation & Performance Marketing

## Certifications

NMIMS Digital Marketing Certificate  
DMTI Digital Marketing Course Certificate  
Google Analytics IQ Certificate  
Google Ads Certificate  
Google Digital Garage: Digital Marketing  
Google Digital Garage: Project Management  
Bing Ads Certificate  
HubSpot Inbound Marketing Certificate  
HubSpot Content Marketing Certificate  
HubSpot Email Marketing Certificate  
Quintly Social Media Analytics Course  
SEMrush SEO Toolkit Course

## Languages

English Marathi   
Hindi German

## Hobbies

Learning languages, sports (Cricket)  
drumming, listening music & exploring new places

## Declaration:

*I hereby confirm that all above information is true & correct to the best of my knowledge.*