

Prashant Kushwaha

Digital Marketing Manager

As an experienced digital marketing professional, I bring a wealth of expertise in developing and executing successful online marketing strategies. With a deep understanding of consumer behaviour & the latest digital marketing trends, I am able to leverage a variety of channels to drive traffic, increase brand awareness, and improve engagement. In addition to my technical skills, I am a strong communicator and collaborator, able to work effectively with cross-functional teams, stakeholders, and clients. My focus on continuous learning and experimentation ensures that I stay ahead of the curve and consistently deliver innovative solutions that exceed expectations.

+917017360849 Bangalore, KA prashantkushwaha191992@gmail.com [linkedin.com/in/prashant-singh-kushwah](https://www.linkedin.com/in/prashant-singh-kushwah)

Professional Experience

2018 - 2023

Co-Founder

Webicasso Technologies | Hardwar, Uttarakhand

- Co-founded and launched start-up, overseeing all aspects of digital marketing strategy and execution, resulting in Five number revenue within 1st year of operation.
- Led digital marketing strategy and execution for multiple clients across diverse industries, managing budgets of up to ₹5,00,000 per campaign.
- Developed and implemented customized digital marketing plans tailored to each client's unique needs and goals, resulting in increase in website traffic and their online conversions.
- Conducted extensive keyword research and analysis to optimize SEO, resulting increase in organic search traffic and online visibility.
- Managed paid advertising campaigns on various platforms, including Google Ads and Facebook Ads, resulting increase in conversions and decrease in cost per acquisition.
- Monitored and analyzed campaign performance using data-driven insights, producing reports and recommendations for ongoing optimization and growth.

2016 - 2018

Assistant Professor

Ramanand Institute of Technology | Hardwar, Uttarakhand

- Selected teaching strategies to facilitate learning process and effectively communicate subject material.
- Provided students with syllabus or course guide summarizing objectives and requirements.
- Coordinated campus activities resulting in increased morale and student networking.
- Offered academic support and advice, helping students with Jobs.
- Also Plays the Role of Head of Department for 6 Months during the absence of Head at that time in the college.

Education

2016

M.Tech in Power Electronics and Electric Drives

DIT University, Dehradun

2014

B.Tech in Electrical and Electronics Engineering

Uttaranchal University, Dehradun

Key Skills

Search Engine Optimization



Social Media Marketing



WordPress



C, C++



HTML/CSS



JAVASCRIPT, React



MATLAB



2014 – 2017

Digital Marketing Executive

Freelancer

- Conducted extensive keyword research and analysis to optimize SEO, resulting increase in organic search traffic and online visibility.
- Drafted strategies for increasing brand awareness and improving product sales.
- Measured effectiveness of digital marketing campaigns by analyzing click rates, time on site or conversions.
- Communicated marketing team plans and accomplishments to verify alignment with senior management objectives.
- Monitored industry trends and customer preferences to identify new opportunities for growth.
- Developed strategic marketing plans to meet business goals and align with overall company objectives.
- Created and managed content for blogs, websites, and social media channels.
- Boosted website traffic by creating integrated social media strategies.
- Executed digital marketing strategies to drive brand awareness.

2012 - 2016

WordPress Developer

Freelancer

- Developed custom WordPress Websites from scratch to meet clients' specific design and functionality requirements.
- Designed and developed responsive WordPress websites that are optimized for various devices, screen sizes, and browsers.
- Conducted website audits and performed optimization tasks to improve website speed, performance, and security.
- Worked with clients to understand their business needs and translate them into website design and functionality requirements and also provide training to use WordPress
- Collaborated with designers, content writers, and other developers to deliver high-quality websites within project timelines and budgets.
- Provided ongoing website maintenance and support, including updates, backups, and security checks, to ensure the website is always up-to-date and running smoothly.
- Developed and implemented WordPress SEO strategies to improve website visibility and search engine rankings.
- Configured and integrated third-party services, such as payment gateways, social media platforms, and email marketing tools, into the WordPress website.

Additional Skills

Team Building
Team Management
Critical Thinking
Problem solving
Team leadership

Tools

SEMRUSH
Ahref
UberSuggest
Google Adwords
Google Analytics
Search Console
Simulation
Elementor
WP Bakery
DIVI
CANVA
Figma

Certificates

GATE 2014 QUALIFIED
SPARDHA 2014

Research Papers in International

Journals

IRJMST, 2015
IEEE RICE, 2017