

Pragati Pathrotkar

Digital Marketer | Market Research | SEO | SEM | Lead Generation | Social Media Management

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Key Skills:

Digital Marketing:

- Digital & Email Marketing
- Lead Generation & Affiliate Marketing

SEO:

- SEO & On-Page SEO
- Website Audit & Website Analysis
- Off-Page Optimization
- Keyword Research & Technical SEO
- SEO Integration in Social Media

Social Media Management:

- Social Media Strategies
- Social Media Management
- LinkedIn, Facebook, YouTube
- Instagram, Twitter, Pinterest
- Paid Ads & Social Media Campaigns
- Online Reputation Management (ORM)

Tools & Platforms:

- Google Analytics & GA 4
- SEMrush Ahrefs & Search Console
- WordPress & Shopify

Market Research & Analysis:

- Market Research
- Competitor Analysis
- Trend Analysis & Data Analysis
- Web and Content Analysis

Content & Design:

- Creative Content Design
- Content Curation
- Calendar Management
- Canva Designing
- Video Creation (Biteable, Filmora)

Project Management:

Media & Public Relations:

- Media Outreach & Paid PRs
- PRNewswire & EINWire
- Medgadget & OpenPR

Other Skills:

- Analytical & Problem-Solving Skills
- Dynamic Team Leadership

Career Highlights:

Transparency Market Research

Role: Marketing Manager

- Expertly craft and execute social media strategies to enhance brand visibility and engagement.
- Proficiently implement lead generation techniques, driving significant growth in qualified leads.
- Adeptly conduct comprehensive website audits, identifying and addressing SEO optimization opportunities.

Profile Synopsis:

A seasoned **Digital Marketing Professional** with over **12+ years** of experience, actively seeking a remote or flexible work opportunity to leverage expertise in **Social Media Management, SEO, Lead Generation** and **Team Management**.

Eagerly aiming to contribute to a company's **Online Growth** in a dynamic team environment, while efficiently accommodating **Responsibilities** and maximizing **Productivity**. Enthusiastically keen on expanding knowledge in **Paid Advertising** to further enhance digital marketing skills.

Openly considering **remote roles** within the **UK time zone** and challenging Freelance Projects.

Actively seeking opportunities with an organization of repute in the **Marketing** and **Advertising, E-commerce, Technology** or **Media** and **Entertainment sectors**.

Trainings & Certifications:

- **Advance Digital Marketing** Course from **Lips India** in **2022**.
- **Master in Performance-Driven Practical Digital Marketing** Course Certification from **Digital Trainee** in **2023**.
- **Website Design Using WordPress Program** in **2023**.
- **Graphics & Video Editing Program** by **Digital Trainee** in **2023**.
- **Generative AI for Digital Marketers** by **LinkedIn** in **2023**.

Academic Highlights:

- **Master's in Business Administration** from **Pune University** in **2016**.
- **Bachelor's in Computer Application** from **Nagpur University** in **2010** with **55%**.

Awards & Rewards:

- Certificate of Achievement for **Outstanding Performance (2022)** - TMR
- Team **Excellence Award (2019)** - TMR
- Team **Lead of the Year Award (2018)** - TMR
- **Employee of the Year Award (2010)** - Dhaninfo Tech

Personal Details:

- **DOB:** 10June 1990
- **Location:** Pimple Saudagar, Pune

September 2015 to Till Date

(Maternity Break Mar'22 to Mar'24)

- Skillfully leverage SEMrush, Ahrefs, Google Analytics and Google Search Console for data-driven marketing strategies. Successfully guide and mentor a team in a market research firm, focusing on effective lead generation tactics.
- Consistently implement strategies to boost website traffic, improve search rankings and enhance user experience.

Role: Assistant Manager

- Successfully promoted to Assistant Manager in the IT and telecom sector, played a key role in driving lead generation initiatives and enhancing social media presence.
- Exhibited strong expertise in using key SEO tools such as Google Analytics and Ahrefs for comprehensive data analysis, facilitating informed decision-making. Expertly utilized SEMrush and Ahrefs for comprehensive website audits, identifying and addressing SEO optimization opportunities.
- Strategically leveraged Google Analytics and Google Search Console to monitor website performance and user behavior, driving data-informed marketing strategies.
- Partnered effectively with the development team to redesign and optimize company websites, ensuring flawless user experiences and functionality.
- Performed thorough website audits and adeptly utilized Ahrefs to address and resolve issues, achieving a notable 30% reduction in website errors and boosting overall performance.

Role: Team Lead (Healthcare and IT/ Telecom Market Research Domains)

- Proficiently led a team of 6 to 8 professionals in the IT/telecom sector, ensuring efficient operations and strategic alignment.
- Successfully executed paid PR campaigns, LinkedIn outreach, media outreach and competitor analysis, leading to a substantial increase in media coverage and lead generation. Expertly Implemented effective off-page optimization strategies, significantly boosting search rankings and website traffic.
- Concentrated on lead generation initiatives, resulting in a remarkable increase in qualified leads over a two-year period. Expertly led social media campaigns on LinkedIn, successfully engaging and nurturing a steadily growing audience.

Markets & Markets, Pune

May 2014 to August 2015

Role: Senior Web Marketing Executive

- Dedicatedly focused on lead generation at a market research company in Pune, effectively driving business growth.
- Proficiently managed social media efforts with particular emphasis on LinkedIn, enhancing engagement and brand presence. Expertly handled paid PR submissions on prominent platforms such as PRNewswire, EINWire, Medgadget and OpenPR, amplifying media reach.
- Extensively conducted comprehensive on-page meta updates, significantly enhancing online visibility and search engine performance.

Smart Data Enterprises, Pune

May 2012 to April 2014

Role: Search Engine Optimization Executive

- Skillfully gained expertise in on-page SEO, markedly improving organic search rankings and driving website traffic in my role as an SEO Executive. Effectively honed skills in keyword research, on-page optimization and technical SEO, enhancing overall site performance.
- Strategically developed proficiency in data analysis to identify opportunities, successfully implementing strategies that enhanced online visibility.
- Actively contributed to various projects, specializing in on-page optimization techniques to maximize results.

Dhaninfo Tech

July 2010 to April 2012

Role: Search Engine Optimization Analyst

- Thoroughly immersed myself in SEO during the first job learning phase, focusing primarily on off-page optimization techniques.
- Responsibly handled diverse tasks including social bookmarking, directory submissions, classified ads, article and blog postings, forum and blog commenting, profile creation, press release sharing and video posting.
- Effectively acquired a robust foundation in essential SEO practices through hands-on experience and diverse project work.

Projects:

- **Veerise.com** - Skillfully created an ecommerce website using WordPress as a Home Project. Later, smoothly migrated it to Shopify, ensuring a successful launch and a complete operational functionality.