

PRATIK PALKAR

Seasoned digital marketer with 1.5 years of experience building and implementing strategies focused on SEO, email marketing, social media and AdWords largely for small to medium sized business websites.

Experience

11/2020– 12/2020	Senior SEO Analyst <i>Avanzar Tech</i> <ul style="list-style-type: none">Managing Clients Website, Landing Page Content and Search Campaign.Making the list of BMM keywords.Finding the list of negative keywords for the Search Campaign.Creating Backlinks for Clients website.
03/2019– 08/2020	Digital Marketing Executive <i>Myrsa Technology Solutions</i> <ul style="list-style-type: none">I handled the social media handles (Facebook, Twitter, Instagram) for 5 different websites. Daily posting on all the 3 platforms.Performed various SEO activities (Both ON & OFF page) for 5 different websites & Generated JSON_LD scripts.Integrated Facebook pixels and google tag manager into the website.I have hands-on expertise in Facebook ads, Google ads, and Organic Marketing.LinkedIn Email mining for email marketing is what I brought to the organization. Earlier they purchased a database.Financial Services, Healthcare, Education, IT Services & Real estate are the 5 domains I have worked on.Designed Brochures for Doctors, Booking platform & Digital Marketing Agency.
02/2018– 09/2018	IT Coordinator <i>Saint-Gobain Weber India</i> <u>Android Developer:</u> <ul style="list-style-type: none">Developed an Android application entirely by myself, purpose of which is to calculate total coverage for Weber products.Google sign in and Anonymous Login (with email verification) is used for Authentication.Firestore is used for Database.Calling and feedback through email feature is added to the app for customer support.Detailed datasheets of each product is provided in app.The application is live on Google Play store.

Highest Qualification

04/2016 –	Ramnarain Ruia College, Matunga
05/2018	M.Sc. Computer Science (Big Data) -- 74.14 % <u>Project- Clothing Trend Analysis:</u> <ul style="list-style-type: none">The application is developed in R programming.Shiny Dashboard is used to present the clothing trend analysis dynamically. Trend can be filtered season wise and region wiseApriori algorithm is used to hint the user with combination of clothes purchased together.

Personal Information

Address
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E-mail
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Date of Birth
17/03/1995

Certifications

PL/SQL
R Language
Digital Marketing
Google ads
Google Analytics

Technical Proficiency

Android Studio
Firebase
Java, R Language
R Studio
Advance Excel
Photoshop

Skills

Leadership
Vendor Management
Presentation
Communication
Quick Learner

Hobbies

Motorcycle Enthusiast
Making Best out of Waste