



DHEERAJ PRARTHI

Digital Marketing Specialist

About Me

I'm Dheeraj Prarthi, Digital Marketing Specialist with 4 years experience. I'm specialist in handling and managing day to day team operation with considerable experience to read trends.

+91-7696158557

Dheerajprarthi13@gmail.com

linkedin.com/in/dheerajprarthi/

Expertise

- Strong execution
- Self-motivated
- Result-oriented
- Leadership
- Management Skills

Skills

- WordPress, PHP, HTML, CSS
- Search Engine Optimization
- Social Media Optimization
- Digital Marketing Strategy
- Content Marketing
- Google Analytics and SEO Tools
- PPC Campaign Management
- Project Management
- Link Building, Keyword Research, Technical Seo

Work Experience

OUTREACH MONKS

(DEC 2023) | OUTREACH MANAGER

- Conducting quality sessions for team development.
- Assisting in negotiating deals for the best prices.
- Reviewing team email conversations for effectiveness.
- Tracking daily work reports to identify issues or delays.
- Assigning website listings and tasks to team members.
- Addressing tool-related challenges for smooth operations.
- Providing guidance and support to resolve queries or concerns.
- Onboarding new team members for effective role performance.
- Implementing changes for improved workflow efficiency.

DIGINSPIRE SOLUTION PRIVATE LIMITED

(SEP 2021- DEC 2023) | SEO MANAGER

- Conducting on-site and off-site analysis of web SEO competition.
- Using Google Analytics to conduct performance.
- Using Google search console to fix any technical errors and improve website search appearance.
- Keyword and Optimization of content.
- Making SEO strategy for clients to improve organic search.
- Creating pitches for different categories of clients for business development.
- Handle 5-7 folk's team.

Giant wheel Technology

(FEB 2021- AUG 2021) | WordPress Developer

- Create website with core PHP, HTML, CSS
- Fix any server, domain, website technical problems.
- WordPress Theme customization and Plugin setup

MARG GLOBAL PROFESSIONALS LLP

(FEB 2020- JAN 2021) | SOCIAL MEDIA MARKETING

- Responsible for executing marketing campaigns on social media platforms (Facebook, Instagram, and YouTube)
- Managed Social Media Accounts for various clients.
- Collate monthly reports & analyses for business objectives.

Education

CHANDIGARH COLLEGE OF ENGG. AND TECH

- 3 year Diploma in Production and Industrial Engg.

Lovely Professional University

- Degree in Bachelor's in Computer Application

Lovely Professional University

- MBA in FINANCE AND MARKETING(Pursuing)