

Prajnadip Pal

Seo Marketing Specialist

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EXPERIENCE

Content Promotion Specialist

04/2022 - 08/2024 Bengaluru, India

<https://www.g2.com/>

- Led and executed white-hat link-building strategies, boosting backlinks, organic traffic, and improving search engine rankings for G2's marketplace.
- Developed and promoted high-quality content, enhancing traffic, visibility, and audience engagement through tailored outreach and strategic partnerships.
- Tested and optimised outreach techniques, including broken link building, community roundups, and link partnerships, ensuring scalable growth.
- Conducted competitor backlink analyses and monitored SEO trends, adopting emerging strategies to maintain a competitive edge in the digital landscape.
- Analysed outreach campaign performance using data-driven insights, consistently meeting and surpassing growth KPIs.
- Built and nurtured relationships with content creators, bloggers, and industry leaders, expanding G2's online authority and digital footprint.

Web Content Writer

Sportscafe || Truvisory Marketing LLP

04/2021 - 03/2022 Bengaluru, India

<https://sportscafe.in/>

- Wrote and edited daily sports news content, including features, match previews, and live match coverage, delivering timely, accurate, and engaging stories to captivate target audiences.
- Managed and optimised social media pages, driving brand engagement through strategic content planning, real-time updates, and audience interaction.
- Designed and developed creative assets aligned with the brand's identity, enhancing visual storytelling and boosting online visibility across digital platforms.
- Collaborated with editorial and marketing teams to develop content strategies, ensuring consistent brand messaging and maximising reach and engagement across channels.

Content Executive

NostraGamus || Gambit Sports

01/2021 - 04/2021 Bengaluru, India

<https://www.crunchbase.com/organization/nostragamus>

- Proficient in Microsoft Excel, with a thorough understanding of advanced functions and keyboard shortcuts to streamline data management and analysis.
- Efficient in creating well-structured questionnaires within tight deadlines, ensuring accurate data collection aligned with project objectives.
- Content Strategy Development: Skilled in planning and executing content calendars, ensuring timely delivery of engaging, SEO-optimised content across multiple platforms.
- Content Optimisation & Performance Analysis: Adept at optimising content for search engines using SEO best practices and analysing performance metrics to refine strategies for maximum engagement and ROI.

SUMMARY

- I am an **SEO marketer** with a passion for **crafting compelling narratives** that resonate with target audiences and drive measurable results.
- My unique blend of **creative storytelling**, **technical SEO expertise**, and deep understanding of **digital marketing best practices** enables me to develop **strategic campaigns** that elevate brand visibility and authority.
- With a background in **media and marketing management**, I excel at designing and executing **data-driven SEO strategies** that not only enhance search rankings but also foster meaningful audience engagement across diverse platforms.
- I am constantly exploring innovative ways to **connect brands with their audiences**, leveraging content that informs, inspires, and converts.
- If you're looking for a **results-oriented content marketer** who can amplify your **brand's voice** and deliver **impactful growth**, let's connect.

KEY ACHIEVEMENTS



Boosted Traffic Growth

Increased organic traffic by 35% over 12 months for G2's marketplace.



Enhanced Link Portfolio

Gained 150+ quality backlinks through strategic partnerships and outreach.



Successful Campaign Execution

Led content promotion campaigns driving 25% increase in visibility.



Achieved Improved Rankings

Developed SEO strategies improving site ranking by 20% within a year.

LANGUAGES

English
Native

EXPERIENCE



Content Writer

Conceptualise

09/2020 - 11/2020 Gurgaon, India

<https://www.conceptualise.in/>

- **Delivered innovative content solutions** tailored to client needs, ensuring **unique brand positioning** and audience engagement.
- **Developed a strong foundation in digital marketing**, applying key concepts to create **high-quality blogs and articles** that drive organic traffic.
- **Strategised and crafted SEO-focused content**, enhancing **brand visibility** and helping businesses establish a **strong online identity**.
- **Produced SEO-friendly and user-centric content**, balancing **search engine optimisation** with **engaging user experiences**.
- **Collaborated across departments**, understanding diverse product and service offerings to deliver **targeted, high-impact content** that supports business objectives.



Content Writer

PhotoScene Thesis

01/2018 - 12/2018 Kolkata, India

<https://www.linkedin.com/company/photoscenethesis-media-group/>

- **Managed and optimised company and client web pages**, boosting **online visibility** through strategic content updates, SEO best practices, and cross-functional collaboration.
- **Produced and refined high-quality content**, including **blogs, articles, link-building content, scripting, and copywriting**, ensuring **consistency, accuracy**, and alignment with **digital marketing objectives**.

EDUCATION



MSc in Marketing Management & Advertising

University of Leeds

09/2024 Leeds, United Kingdom



Diploma in Broadcast Journalism

Asian College of Journalism

01/2019 - 01/2020 Chennai, India

- Post Graduate Diploma in Journalism
- 74%



BA in Communication & Media

Christ University

01/2016 - 01/2019 Bangalore, India

- Triple majors in Communication & Media, English, Psychology
- 63.02%



Higher Secondary (A-Level Equivalent)

St Joseph's School, North Point

01/2014 - 01/2016 Darjeeling, India

- 12th Pass in Humanities (ISC BOARD)
- 92.25%



Secondary (GCSE Equivalent)

St James' School

2002 - 2014 Kolkata, India

- 10th pass in Science (ICSE BOARD)
- 79%

LICENSES & CERTIFICATIONS



Navigating On-Page & Technical SEO

Semrush

11/2023



SEO certified

HubSpot Academy

03/2022



Content Marketing certified

HubSpot Academy

03/2022



Social Media Marketing certified

HubSpot Academy

03/2022

SKILLS

SEO On/Off Page Link Building

Email Marketing Marketing Strategy

Strategic Thinking Ahrefs

Content Marketing Semrush

Microsoft Office Content Writing

Copywriting Digital Marketing

Client Relationship SEM SMM

GA GSC Screaming Frog