

Omprakash Pattanaik

Senior Digital Marketing Specialist

LinkedIn Id: www.linkedin.com/in/omprakash-pattanaik

 om1022@gmail.com  9740361350

Professional Summary

Successful Digital Marketing Specialist skilled at planning, executing and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking.

Skills

Google Adwords, Meta Ads, Email Marketing, SEO, On Page Optimization, Off Page Optimization
Link Building Technique, Competitor Research, Keyword Optimization, Google Tag Manager
Social Media Marketing, HTML & CSS Design, Google Analytics, Google Search Console
Keyword Planner Tool, SEM Rush

Certifications

Wordpress for Beginners – Master Wordpress Quickly, Chatgpt for Google Ads (Adwords)
Masterclass, Custom Reports in Google Analytics, Google Analytics Individual Qualification,
Ultimate Google Ads Training: Profit with Pay Per Click, SEO 2024: Introductory Training Course
including Gen AI, Introduction to css3, Google Ads, Introduction to HTM15,
AEO – GEO – AI SEO Course

Education

- KSOU – B Tech in Mechanical (2012–2014)
- Diploma in Mechanical (2002–05)

Professional Experience

MagixBowl

Senior Digital Marketing Specialist October 2025 – August 2025

- Created Google Ad Words campaigns to drive targeted traffic to company website and generating leads.
- Created Meta Ads campaigns for website to drive traffic and generating leads.
- Optimized client website to improve engine ranking, user experiences and conversion rates.
- Created reports on digital marketing efforts using analytics tools to track and measure digital marketing success for management.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Increased brand awareness with ambassador partnerships and targeted email campaigns.
- Completed keyword research and analyzed competitor.
- Devised effective link-building campaigns to increase website authority and visibility.

Koshys Group of Institutions - Senior Digital Marketing Specialist

January 2024 - July 2024

- Created the Google Ad words and Meta Ads Campaigns to drive traffic to the website and generate leads.
- Worked with a team size of 5 where I am leading the projects.
- Making sure to rank the keywords as per the client requirement. I have successfully achieved them by ranking more than 100 keywords for each of the above projects.
- Building road maps and strategies for each project
- 10-12% of traffic increased in last 6 months
- Budget planning for paid, display organic and Email marketing
- Build few pages using HTML design and Photoshop for the websites Selecting search phrases and choosing keywords.
- Good Knowledge in Email Marketing worked in tools like MailChimp.
- Actively researching, testing and proposing new approaches to improving search engine rankings. Analyzing search results via Web Analytics and other specialist software.
- External link building with relevant high-quality third-party websites and directories. Finding link building opportunities by going through competitor back link analysis.
- Keyword optimization for financial business users as per the search volumes using Google keywords tool. Preparing high quality Screenshots and uploading introduction videos based on services

Razi Global Technologies - Senior Digital Marketing

Aug 2016 - Jan 2024 – Bengaluru

- Created the Google Ad words and Meta Ads Campaigns to drive traffic to the website and generate leads.
- Worked with a team size of 5 where I am leading the projects.
- Making sure to rank the keywords as per the client requirement. I have successfully achieved them by ranking more than 100 keywords for each of the above projects.
- Building road maps and strategies for each project
- 10-12% of traffic increased in last 6 months
- Budget planning for paid, display organic and Email marketing
- Build few pages using HTML design and Photoshop for the websites Selecting search phrases and choosing keywords.
- Good Knowledge in Email Marketing worked in tools like MailChimp.
- Actively researching, testing and proposing new approaches to improving search engine rankings. Analyzing search results via Web Analytics and other specialist software.
- External link building with relevant high-quality third-party websites and directories. Finding link building opportunities by going through competitor back link analysis.
- Keyword optimization for financial business users as per the search volumes using Google keywords tool. Preparing high quality Screenshots and uploading introduction videos based on services

Alp Consulting Ltd. - Digital Marketing Executive**Mar 2015 - July 2016 - Bengaluru**

- On Page and Off Page Optimization.
- Worked on Tools like SEO Moz, Open Site Explorer and Google Analytics
- Producing regular audits and writing up detailed monthly performance and progress reports for clients.
- Monitoring and tracking the performance of SEO campaigns, including site traffic and back links.
- Working with high authority blogs and content rich websites to generate relevant contextual links.

Sun Marketing Agency - Digital Marketing Executive**Mar 2013 – Feb 2015 - Bengaluru**

- Brand development, web site traffic growth.
- Selecting search phases and choosing keywords Worked on Tools like SEO Moz, Open Site Explorer and Google Analytics, On Page and Off Page Optimization.

Declaration:

I do hereby declare that all the statements given here are true to the best of my knowledge and belief.