



PRASHANTH SAIWA

Digital Marketer

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.

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[prashanthsaiva](#)

AREAS OF EXPERTISE

Google Ads

Created, managed and optimized Google Ads campaigns in all areas in order to maximize account ROI.

Search Engine Optimization

Planning and devising SEO strategies as per website requirements.

Social Media Marketing

Created paid and organic content to publish on Instagram, Facebook, Twitter and YouTube.

Email Marketing

Created email campaigns internationally using tools like Mailchimp, Hubspot.

Google Analytics

Used Google Analytics to track visitor flow and interaction throughout the website.

Google Search Console

Used search console to fix website issues and monitor google search results data.

WORK EXPERIENCE

DIGITAL MARKETING & RESEARCH SENIOR ASSOCIATE

Google Operations Center, Hyderabad, Feb 2021 - Present

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Measured and report performance of all Google Ads campaigns, and assessed against ROI and KPI's.
- Prepared detailed campaign reports and digital marketing strategies, communicating key findings to senior management.
- Increased customer acquisition and ROI through continuous optimization, testing and experimenting with ad creative work, bid strategies, audience targeting and placements.

DIGITAL MARKETING SPECIALIST

Accenture, Hyderabad, Jan 2019 – Feb 2021

- Managed the day-to-day operations of Google Ads accounts, including account setup and optimization.
- Directed high-value marketing program with consistent adherence to deadlines and budget constraints.
- Managed digital projects from initial concept through final implementation and live monitoring.
- Implemented new strategies to improve click-through rates and conversion.

DIGITAL MARKETER

Nidhula Technologies, Hyderabad, Nov 2016 – Dec 2018

- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Monitored and optimized advertising campaigns using Google and Facebook.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.

OTHER SKILLS

- SA 360
- Keyword Research
- Content Management
- Google Tag Manager
- Link Building
- Google Data Studio
- Microsoft Excel
- HTML
- CSS
- Wordpress
- Semrush

AWARDS

Excellence Award

Received excellence award in Accenture for outstanding performance in Q3'20.

SEO & SEM ANALYST

GadgetBaski Online Services, Hyderabad, Aug 2015 – Oct 2016

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming.
- Worked with development team to properly implement SEO best practices on newly developed code.

EDUCATION & CREDENTIALS

Bachelor of Technology

Jawaharlal Nehru Technological University, Hyderabad,
Sep 2010 – April 2014

Certifications: Google Ads Search certified.