**Prashant Jain**

**Assistant Manager - Online Marketing - Compare Infobase Limited**

Delhi, Delhi

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Email me on Indeed: [indeed.com/r/Prashant-Jain/dfb6fc312abbae6f](https://www.indeed.com/r/Prashant-Jain/dfb6fc312abbae6f)

**Work Experience**

**Assistant Manager - Online Marketing**

**Compare Infobase Limited**

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June 2011 to Present

What do I do?  
  
- Drive Traffic to websites with the help of social media optimization and search engine  
Optimization strategies  
  
- Making the websites presentable to the visitor thus making him/her to come back.  
  
- Knowing the intent of a regular visitor. Why s/he is coming to the website, what s/he is actually doing on the  
Website and what s/he thinks of the website.  
  
Why I love what I do  
By working on social media platforms I get to know the psyche of the internet user of today, who is actually influencing the formulation of marketing strategies, as Internet has become the new battlefield. So, social media has helped me a lot if I talk about consumption patterns, as maximum conversions happen if somebody "likes" it or if somebody "tweets" about it.  
Apart from this, the world of online advertising poses new challenges everyday which has changed my thought process, as now everyday I try to do something new, something innovative.  
  
Skills and Expertise  
- Web Analytics  
- Social Media Marketing  
- Online Marketing  
- Search Engine Marketing Strategy  
- Creative Writing

**Education**

**B.TECH**

**Bharati Vidyapeeth's College Of Engineering**

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New Delhi, Delhi

2009

**MBA in Marketing**

**Guru Gobind Singh Indraprastha University**

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Delhi, Delhi

**Skills**

web analytics, social media marketing, search engine marketing, online marketing, social media analysis, creative writing

**Links**

https://twitter.com/bigtimefoodie