






PRASHANT GAJERA

Digital Marketing Executive

Contact

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Education

The Imperial Science School - Dhoraji

2017 - 2019

SSC - 68%

HSC - 58%

Parul University - Vadodara

2019 - 2023

B.TECH (Computer Science & Engineering)

CGPA - 7.4 / 10

Digital Sandip Academy (DSA)

August 2023 - Present

Master's in Digital Marketing Certificate Course

Udemy - Online Courses

Digital Marketing Masterclass - 2023

<https://www.udemy.com/certificate/UC-4f7f191e-f9b9-4ba9-bf4d-e79ba16977d6/>

About Me

Dedicated and results-oriented digital marketing professional with six months of hands-on experience in driving online success through strategic SEO, Facebook Ads, Social Media Marketing (SMM), and Google Ads campaigns. I bring a dynamic skill set that encompasses a deep understanding of digital platforms, data analytics, and a proven ability to optimize online presence for maximum visibility and engagement.

Expertise



Digital Marketing

SEO

- On-page SEO
- Off-page SEO
- Technical SEO
- Local SEO
- Keyword Research and Analysis

SMM

- Facebook marketing
- Instagram marketing
- LinkedIn marketing
- Twitter marketing

Facebook Ads

Google Ads

Google Analytics

Email Marketing

Graphic Design [Canva]



Web Design & Dvelopment

HTML

CSS

Bootstrap

Wordpress



Languages

- Gujarati ★★★★★
- Hindi ★★★★★
- English ★★★★★



Hobbies



Gaming



Traveling



Photography



Additional Skill

- **Multi-tasking**
- **Teamwork**
- **Affiliate marketing**
- **Time management**
- **Client management**
- **Data mining and analysis**



Achievements

- **Technical - Non Technical Event Certificates**
- **Devtown Bootcamp Certificates (Basic Of Web Development)**
- **Great Learning Certificates (SEO,Digital Marketing,CSS ,Wordpress,Html ,Javascript)**
- **IIDE (Digital Marketing Masterclass)**



Work Experience

DNB Multiapps LLP - Vadodara

April 2023 - July 2023

Junior Digital Marketing Executive

- Created and managed social media profiles on various platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Implemented effective SEO techniques, optimizing website content and structure to improve organic search rankings and drive targeted traffic.
- Optimized website content and structure for SEO, including meta tags, headings, and internal linking, leading to improved search engine visibility.

The Marketing Machine - Vadodara

August 2023 - Present

Digital Marketing Executive

- Scheduled and posted content on various platforms, maintaining a consistent online presence, and using social media management tools to optimize posting times.
- Nurtured strong client relationships by providing regular updates, reporting on campaign performance, and collaborating to align digital marketing strategies with client goals.
- Executed and managed paid advertising campaigns on Facebook, Instagram, and other platforms to reach specific target audiences and achieve client objectives.