



JAIKI PRASAD

DIGITAL MARKETING EXPERT

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with over **7+ years of experience** driving online visibility, optimizing websites, and delivering measurable results. Expertise in **Search Engine Optimization (SEO)**, **Performance Marketing**, **Search Engine Marketing (SEM)**, **Social Media Marketing**, **Email Marketing**, **Web Development**.

Passion for optimizing websites to achieve business goals and talent for improving organic SERP ranking through SEO research and analysis. Proficient in leveraging Google Ads, LinkedIn ads, and Meta Ads.

Professional with excellent written and verbal communication skills. Motivated to manage projects, with strong attention to detail, and make critical decisions during challenges. The important ability to work both independently and in a team to meet business objectives.

WORK EXPERIENCE

Digital Marketing Head - SEO & Performance Marketing

Date – June 2025 - Present

One School of Business

- Boosted brand visibility and lead generation by implementing strategic SEO and SEM campaigns to enhance online engagement.
- Conducted competitive analysis and created SEO algorithm-optimized content for websites, blogs, and landing pages, resulting in improved organic search rankings.
- Leveraged tools like Ahrefs, SEMrush, MOZ, Screaming Frog, AI Tools, Google Analytics (GA4), and Google Search Console for data-driven SEO optimization. (Competitive Analysis Tools - Ubersuggest, SimilarWeb, SEO Quake, HubSpot, SEO Minion)
- Planned and executed monthly social media content strategies aligned with institutional priorities across the platform.
- Coordinated with the team, produced original social media content, and engaged with customers.
- Streamlined email marketing campaigns, leading to an 18% increase in customer engagement through A/B Testing. testing. Planned and optimized Google AdWords campaigns (Search Ads, Display Advertising, & Remarketing).
- Managed Pay Per Click (PPC) campaigns with Rs. 25,00,000 annual budget, achieving a 25% ROI through strategic optimizations.
- Conducted keyword research and implemented advanced bidding strategies, increasing CTR by 15%.
- Implemented conversion tracking and analyzed metrics in Google Analytics and Google Tag Manager.
- Enhanced ad spend and analyzed campaign performance, marketing of CPC and ROAS.

Sr. Digital Marketing Expert

Date – July 2023 - June 2025

Merago Software Technologies Pvt. Ltd

- Managed and grew Social Media profiles - Facebook, Twitter, Instagram, LinkedIn
- Improved website & landing pages, leading to a 28% boost in conversion rates.
- Performed in-depth keyword research and implemented on-page, off-page link-building strategies, and technical SEO best practices to drive organic targeted traffic.
- Monitored Google Analytics & Google Data Studio to analyze performance, and optimize user engagement and conversion.
- Monitored GSC to resolve issues related to indexing, crawling errors, and website performance health for better search visibility.
- Created detailed SEO reports with actionable insights to support continuous performance optimization.
- Supervised a team of 5 members, guiding them on SEO content management and digital campaign execution.
- Hands-on knowledge of CRM tools, including Salesforce, HubSpot, and Zoho.
- Designed and launched an interactive UI/UX Design WIX / WordPress website with user experience, increasing organic traffic by 30%.
- Optimized content for search engines, Answer Engine Optimization (AEO), GenAI search trends, and structured content design.
- Collaborated with the development team on basic HTML, CSS, JavaScript, and schema markup optimization.
- Knowledge of AI search optimization, including Generative Engine Optimization (GEO), LLM (Large Language Models), and AIO (Artificial Intelligence Optimization), with experience in structuring content for AI-driven platforms ChatGPT, Gemini, and Google AI Overviews.

Digital Marketing Expert

Date – October 2021 – June 2023

Amazon Pay

- Optimized On-Page Site Merchandising to enhance customer engagement within the Amazon Pay category.
- Developed SEO-driven campaigns, including title and description, keyword research, and internal linking for enhanced page performance.
- Designed multilingual landing pages for web (desktop, mobile) and app platforms across 8 Indian regional languages to increase reach.
- Collaboration with cross-functional teams for high-impact campaigns like The Great Indian Festival to drive user acquisition.
- Analyzed campaign performance metrics, identified issues, and implemented actionable strategies for continuous improvement.
- Utilized campaign execution tools including Atms, SIM, Harmony, Symphony, Sophia (web analytics), and Media Central.

ZUDDY HEALTHTECH Pvt. Ltd.

- Optimized On-Page SEO & Off-Page SEO strategies to improve the search engine ranking.
- Reviewed and audited approximately more than 1 lakh websites for high authority website backlinks.
- Developed a structured backlink process that enhanced **Page Authority (16 → 56), Domain Authority (11 → 36)**, and built 10K+ quality backlinks, improving domain ranking from **DR: 5 → DR: 28**.
- Collaborated with colleagues for copywriting & content writing, SEO-friendly content creation, and guest blogging on platforms like Quora, Medium, and Blogspot.
- Published optimized articles in Content Management Systems (CMS), optimized alt tags, & anchor text strategies to boost SERP rankings.
- Ranked articles in SERP on targeted keywords and significantly increased services.
- Optimize Core Web Vitals, page speed, structured data, XML sitemaps, robots.txt, and internal linking.
- Awarded employee of the month for best performing in backlinking off-pages campaign.
- Conducted in-depth competitor analysis and developed social media marketing strategies.
- Worked closely with clients on a social media strategy to meet Key Performance Indicators (KPI).
- Experience in social media tools like Meta Business Suite and Hootsuite.
- Conducted Market research and worked on graphic design, short videos, Reels, IGTV, and stories.
- Monitored social media performance insights weekly and accordingly executed plans.
- Successfully increased Instagram followers from 30K to 62K in under a year.
- Delivered measurable outcomes, including 25% boost in conversion rates and 10% increase in web traffic.
- Optimized YouTube SEO ranking tools - TubeBuddy and VidIQ, increased (increasing subscribers from 80 to 2K+)
- Edited Videos in tools like InVideo, Premiere Pro, and VN to improve brand visibility by video marketing.
- Worked on Product Listing on various e-commerce platforms to attract more customers and drive online sales.

KEY ACHIEVEMENTS

25% ROI	Managed 25L annual PPC budget at OneSB & Merago.
15% CTR Uplift	Advanced keyword research & bidding strategy optimization.
28% Conversion Rate	Wix Website, Application UI/UX Design, Landing page, & Ad alignment at Merago.
18% Engagement	Drip Email campaign A/B testing improvement.
Instagram 30K→62K	Organic + Paid social media growth in under 12 months
10K+ Backlinks	DR improved from 5 → 28 through structured link-building Off-page activity.

TECHNICAL SKILLS

• Search Engine Optimization (SEO)	• Content Creation/Copywriting	• Search Engine Marketing (SEM)
• Google Ads (Search, Display, Remarketing)	• Performance Marketing	• Google Analytics(GA4)/Google Search Console
• Email Marketing & A/B Testing	• Project Management	• Web Development - WordPress, Wix, CMS, Shopify
• AI Search Optimization - AEO, GEO, LLM	• E-Commerce Marketing	• Video Editing - InVideo, Premiere Pro, Canva Pro, VN
• AI Tools: ChatGPT, Gemini, AI Overviews	• CRM: Salesforce, HubSpot, Zoho	• Social Media Marketing Meta Ads (FB & Instagram)

SOFT SKILLS

• Team leadership	• Communication skills	• Problem-Solving & Critical Thinking
• Problem-solving	• Data analysis	• Multitasking
• Detail-oriented	• Project Management	• Negotiation

EDUCATIONAL QUALIFICATION

- **Bachelor of Computer Applications (BCA)** | Anugrah Narayan College | 2015–2018 | **68%**
- Intermediate (Sr. Secondary) | Science | 2015 | **70.00%**
- Matric (Secondary) | 2012 | **70.00%**

CERTIFICATIONS

- Digital Marketing Course Certification
- Facebook Blueprint Certification
- Google Fundamental Certification