

Prasad Mhaske

Digital Marketer



✉ mhaskeprasad44@gmail.com

☎ +91 87888 23182

📍 Pune

🔗 www.prasadmhaske.in

- A professional freelancer with 4+ years of experience as Digital marketer, Web designer, Graphics Designer & Content creator.
- Hands-on experience in Web design, digital marketing, graphics design, social media management and SEO.
- Exposure to various tools in digital marketing, web design
- Possess comprehensive knowledge of tools such as SEO tools, web design tools, analytics tools
- Gained understanding of WordPress, Shopify, Webflow
- Technical expertise in AI tools such as ChatGPT, Claude AI, Gemini
- An excellent communicator with excellent interpersonal, interpersonal and analytical skills

Skills

Digital Marketing:

Paid Acquisition (Facebook, Google, Instagram, retargeting),
A/B Testing, Audience Segmentation,
Google Analytics,
SEO,
PPC,
Content Creation

SEO & PPC Tool

Moz, Pingdom, Yoast, Google Keyword Planner, semrush, SEO Optimizer, SmallSE0tools, WordPress, Elementor

Content Creation Tool

QuillBot, Grammarly, Topic Research

Graphic Design Tool and AI tool-

Canva, Vista Create, ChatGPT, Claude AI, Gemini, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro

Web Design & Development

HTML/ CSS
WordPress, Shopify, Webflow,
Responsive Design,
SEO/ Social Media

Marketing & Automation Tool

Meta Ads Manager, Google Ads Manager

Email & SMS Marketing Tool

Mailchimp, Bulksmsplan

Other Tools

Microsoft Office

Professional Experience

Feb 2020 - present

Digital Marketing

- Strategized, developed, and managed SEO efforts and conversion funnels to generate monthly unique site visitors and monthly revenue . Designed, implemented, and optimized retargeting ads using Google ads, Meta ads manager to improve the visitor to paid conversion rate by 355%
- Planned, performed keyword research, and outlined blog posts designed for SEO, and managed a content writing to complete that content
- Implemented an A/B testing framework for SEO purposes for all content, which incrementally improved the rank for targeted keywords, leading to an improvement in ROI by 14%
- Exceeded growth targets every quarter by 12% on average
- Created visually stunning and engaging content that captures the attention of their audience using the design tools

Nov 2019 - present

Web Design & Development

- Designed and developed a responsive website for a client, resulting in a 20% increase in website traffic and a 15% increase in conversion rates.
- Implemented a new SEO strategy, resulting in a 25% increase in organic search traffic and a 20% increase in keyword rankings.
- Designed personalized websites for fresher, middle and senior level clients.
- Tested websites for compatibility across multiple browsers and devices, identifying and resolving issues to ensure a consistent user experience and improve website accessibility.
- Checked for errors and de-bugging websites.
- Optimization in page speeds, and server.
- Debugged many issues such as high loading time, server errors, database errors, etc.
- Developed and maintained a website security protocol, resulting in a 100% reduction in website security breaches.
- Created websites using WordPress, Shopify, Webflow and modified them using custom Php, HTML & CSS as per client requirement
- Created graphics and banners for websites using design tools

Education

2019

Bachelor of Engineering, Savitribai Phule Pune University

Personal Details

Date of Birth (19/09/1995) • **Current Location** (Pune) • **Gender** (Male)

Linguistic Abilities (English, Hindi, Marathi) • **Marital Status** (Single)

Hobbies (Gaming, Trekking, Listening to electro dance & progressive house music)

Certificates

- Facebook & Instagram Ads (Udemy)
- HTML & CSS Fundamentals (Udemy)
- WordPress Web Development (Udemy)

Projects

Godrej Properties, godrejpropertiepune.in

Designed & Developed website for property marketing and handled marketing campaign

72 Hrs Smile, 72hrssmile.com

Created website contains features such as portfolio, Patient Management System, Dashboards

Dr. Laxman Malkunje, puneoralsurgeon.com

Designed & Developed website for dental services and handled marketing campaign. Designed Patient management system and dashboard

SM Autofin, smautofin.com

Designed & Developed website for stock market

Dr. Ratnaparkhi, reviewslux.com

Designed & Developed portfolio website for astrology

Canary Store, canarystore.in

Designed & Developed ecommerce website for Canary using WordPress and Woocommerce. Product management dashboard integration using Energy+

Tenaments, tenaments.com

Completed website recently for property listing, rentals and sales.

Ecocrest, ecocrest.in

Designed and developed ecommerce website on shopify. Created graphics and products

CYTOS, cytos.in

Designed & developed business website and portfolio. Dashboard implementation & Employee management system

Fludio Water Solutions, fludio.in

Created portfolio website for marketing

Pro Coach App, www.pro-coach.app

Designed & Developed landing page for ProCoach application marketing