Prasad Mhaske

Digital Marketer

+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, SmallSEOtools, 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

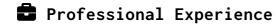
Meta Ads Manager, Google Ads Manager

Email & SMS Marketing Tool

Mailchimp, Bulksmsplan

Other Tools

Microsoft Office



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