

# Prasad Mhaske

## Performance Marketer



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Performance marketing professional with nearly 7 years of experience driving growth for B2B SaaS and B2C brands. Hands-on expertise across web design, SEO, paid acquisition, and full-funnel campaign management. Proven record of boosting website traffic, optimizing conversion funnels, and executing advanced retargeting and A/B testing strategies to surpass growth and ROI targets. Adept at leveraging leading digital tools, analytics platforms, and AI innovations to deliver measurable business results. Skilled collaborator, creative designer, and strategic thinker passionate about creating engaging digital experiences and scalable marketing solutions.

### Skills

**Digital Marketing Strategy:** – Growth marketing | Demand generation | Full funnel campaign management (TOFU to BOFU) | Lead nurturing | Go-to-market planning | Brand positioning | Cross-functional collaboration

**Web Design & Development** – HTML/ CSS | WordPress | Shopify | Webflow | Wix | Responsiveness | SEO/ Social Media | Website Testing ([PageSpeed Insights](https://pagespeedinsights.com)  <https://webpagetest.org/>  )

**SEO & PPC Tool** – Backlink Building | SEO (On Page / Off Page / International / Technical SEO) | AEO | GEO | Moz | Pingdom | Yoast SEO | Rank Math | Google Keyword Planner | Semrush | Ahref | SEO Optimizer | SmallSE0tools

**Content Creation Tool** – Gravity Write | QuillBot | Grammarly | Topic Research | Promptt Engineering

**Email & SMS Marketing Tool** – Lemlist | Brevo | Mailchimp | Bulksmsplan

**Graphic Design Tool and AI tool-** – Canva | Vista Create | ChatGPT | Claude AI | Gemini | Perplexity | Sora | Adobe Illustrator | Adobe Photoshop | Adobe Premiere Pro

**Other Tools** – Microsoft Office

**Performance & Analytics Tools:** – Google Ads | Meta Ads Manager | LinkedIn Campaign Manager | SEMrush Position Tracking | SEMrush Backlink Analytics/ Backlink Building Tool | Google Analytics | Microsoft Clarity | Hubspot Analytics | Google Tag Manager | Looker Studio | Salesforce CRM | CRM management | Attribution modeling | Data analytics (PowerBI) | Conversion tracking | Analytics Dashboard creation

**Collaboration & Workflow:** – Notion | Jira

## Work Experience

### PatSeer Technologies Pvt Ltd, Digital Marketing Executive

Apr 2024 - Present | Pune

- Led integrated digital marketing campaigns, optimising SEO, paid acquisition and email strategies to drive qualified lead growth and conversion acceleration
- Delivered a **56%** increase in qualified inbound leads
- Delivered a 186 percent increase in paid ad clicks while **reducing cost per click by over 50%**, significantly increasing
- Improved **website traffic by 200%** for year 2024 - 2025, improved SERP rankings for high converting keywords, driving more sales ready inbound traffic.
- Increased **domain authority score from 21 to 36** with removing domain's **toxicity status from "High to Low"**
- Oversaw technical SEO and performance optimization, reducing page load time by 91 percent and improving site
- Implemented CRO enhancements, improving landing page **conversion rates by 32%**
- Developed and executed LinkedIn campaigns, amplifying brand presence and supporting inbound lead generation
- Led email and nurture programs with open rates up to 41.5 percent and CTRs over 7 percent, outperforming industry benchmarks and accelerating MQL to SQL progression.
- Managed content marketing programs, webinars, and blog strategies to increase engagement and SEO authority
- Expanded LinkedIn presence with a 192 percent increase in organic impressions and 357 percent more unique visitors, growing the follower base to over 19,000 and supporting inbound lead flow.

### Page End Company, Freelance Digital Marketer

Oct 2018 - present | Pune

- 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

### Page End Company, Freelance Web Design & Development

Oct 2018 - present

- 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

**PG In Data Science, IIIT, Bangalore**

Jun 2022 – Jun 2023 | Pune

**Bachelor of Engineering,  
Savitribai Phule Pune University**

2019

## Personal Details

**Date of Birth** – 19 Sep 1995 • **Current Location** – Pune • **Linguistic Abilities** – English, Hindi • **Hobbies** – Listening to Deep House and Progressive house music

## Certificates

- |                                        |                                    |                                     |
|----------------------------------------|------------------------------------|-------------------------------------|
| • Digital Marketing from Illinois Tech | • Hubspot Marketing Hub Software   | • Canva Essentials                  |
| • Google ads Measurement Certification | • Google Ads Display Certification | • WordPress Web Development (Udemy) |
| • Facebook & Instagram Ads (Udemy)     | • HTML & CSS Fundamentals (Udemy)  |                                     |

## Projects

**Dental Comfort Zone, patnadentalcare.com**

Designed & Developed website for dental services

**HCPNest, hcpnest.com**

Created job portal website with SEO for healthcare job posting in USA.

**Ecocrest, ecocrest.in**

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

**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

**Godrej Properties, godrejpropertypune.in**

Designed & Developed website for property marketing and handled marketing campaign

**Dr. Ratnaparkhi, ratnaparkhi.org**

Designed & Developed portfolio website for astrology

**CYTOS, cytos.in**

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

**Fludio Water Solutions, fludio.in**

Created portfolio website for marketing