





Prajval Saini

Digital Marketing Manager

Contact

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About Me

Experienced Digital Marketing with 5+ years of professional experience, specializing in SEO, Google Analytics, email marketing, and social media campaigns. A strong history of delivering world-class marketing solutions to grow digital presence and brand awareness for clients. A strong cross-functional leader with expertise in marketing automation.

Skills

- ON and OFF Page SEO
- WordPress
- Google Ads
- Social Media Marketing
- LinkedIn Ads
- Twitter Ads
- Canva

Education

- **Diploma In Advance Digital Marketing**
Safalta Online Classes FEB 2020 - JULY 2020
- **Diploma In Health Safety Engineering**
NIFS 2016 - 2017
- **D.A.V. Public School**
Intermediate 2015 - 2016
- **Shri Guru Ram Rai Public School**
High School 2012 - 2013

Website Development

- AB Motoss
- Oxmo Hospitality
- Oxford Motors
- Kharidle
- Biogenuix
- Rang Villas
- Shri Vidya Astro
- Oxmo EV
- The Brain Lab
- Digital Hawk Group
- Altariya
- Ahad Sons Food
- SZ Educatiaancee
- Skyline Cabs

EXPERIENCE

Mar 2024 - Currently Working

AB MOTOSS EV PVT LTD

Assistant Manager Digital Marketing

Key Responsibility:

- SEO
- SMM
- Website Development
- Team Management
- Sales Calling

Nov 2022 - Feb 2024

DIGITAL HAWK GROUP

Digital Marketing Executive

Key Responsibility:

- SEO
- SMM
- Google ads
- LinkedIn ads
- Twitter ads
- Team management
- Website development
- Business analyzing

Nov 2020 - Nov 2022

DIGITAL PRC

SEO EXECUTIVE

Key Responsibility:

- SMM
- SEO
- Google Ads
- Website maintenance

Aug 2020 - Oct 2020

MY JYTOTISH (AMAR UJALA)

Internship - Content Writer

Key Responsibility:

- Keywords research
- Caption writing

Aug 2019 - Jan 2020

RASHTRIYA MANAV ADHIKAR (NEWS PAPER)

Digital Marketing Executive

Key Responsibility:

- Social Media account management
- Website maintenance
- WhatsApp marketing

Jan 2018 - June 2019

TECH MAHINDRA

Tele caller superior

Key Responsibility:

- Call audit
- Team training

July 2017 - Dec 2017

RELIANCE REFINERY JAMNAGAR

Ast. Safety Engineer

Key Responsibility:

- Safety audit
- Toll-box talk
- Develop Safety Programs
- Workplace Inspections

TOOLS USED IN SEO ON PAGE

- Uber suggests
- Google trends
- SEMrush
- Google keyword planner
- SEO Quake
- Ahrefs
- Grammarly
- Smallseotools
- Plagiarism checker
- Schema Markup
- Google Search Console
- Google Analytics
- Status.io
- Sitemap Generator

WHAT SHOULD I DO IN SEO OFF PAGE:

- Social bookmarking
- Directory Submission
- Article Submission
- For checking all websites DA & PA using Mozbar tool.
- Q&A Submission
- Guest Blogging
- Image Submission
- Pdf Submission
- Search Engine Submission

WHAT SHOULD I DO IN SEO ON PAGE:

- Web Analysis
- Keyword Density
- Keyword Research
- Competitors analysis
- Sitemap.xml
- Sitemap.html
- 404 Error Page
- Alt Tag Optimization
- Robot.txt

WHAT SHOULD I DO IN TECHNICAL SEO

- Media Compression
- Web Speed
- Users/Mobile Friendly
- Checking Broken Links
- Fixing Canonical Issue
- Checking SSL (Secure Socket Certificate)

TOOLS USED IN WEBSITE DEVELOPMENT

- Elementor
- WooCommerce
- Divi
- Brizy
- Ultimate Block
- Themify Builder

WEBSITES I CAN DEVELOP

- Informative
- Ecommerce
- Business
- Blogging
- Dynamic
- Static
- Education

GOOGLE ADS I CAN RUN

- Display Ads
- PPC

SOCIAL MEDIA ADS I CAN RUN

- Lead Generation
- Traffic
- Engagement
- Sales
- Awareness