



Er. Prajval Saini

Digital Marketing Manager

Contact



+91 9520202321



Prajvalsaini73@gmail.com



www.prajvalsaini.com



Luhari Khurd, Muzaffarnagar,
UP India 251001



R-47, Gurupreet Nagar, Uttam
Nagar West, Delhi, New Delhi
110059

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

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.

Core Digital Marketing Skills

- SEO On-Page, Off-Page & Technical SEO
- Performance Marketing & Paid Advertising
- Google Ads (Search, Display & Conversion Campaigns)
- Social Media Marketing & Brand Building
- Lead Generation & Funnel Optimization
- Conversion Tracking & ROI Optimization

Advertising & Paid Media Platforms

- Advertising & Paid Media Platforms
- Google Ads & Performance Campaign Management
- Meta Ads (Facebook & Instagram) – Sales & Lead Generation Campaigns
- LinkedIn Ads (B2B & Lead Generation Campaigns)
- Twitter (X) Ads & Paid Social Campaigns
- Campaign Planning, Budget Optimization & Scaling

Analytics, Tracking & Tools

- Google Analytics 4 (GA4) — Performance Analysis & Reporting
- Google Search Console — SEO Monitoring & Indexing Management
- Conversion Tracking Setup & Funnel Tracking
- Data Analysis & Performance Optimization

Web & Technology Skills

- Website Design & Development (WordPress, Shopify & Wix)
- Custom WordPress Website Development using HTML, CSS & JavaScript
- WooCommerce & E-commerce Website Development
- Landing Page & Conversion-Focused Page Development
- Website Optimization (Speed, UX & CRO)
- Website Management, Updates & Performance Maintenance

Strategic & Business Skills

- Digital Growth Strategy & Marketing Planning
- Brand Positioning & Online Presence Building
- Performance Analysis & Data-Driven Decision Making
- Automation-Oriented Marketing Systems

EXPERIENCE

OXMO INDUSTRIES PVT LTD

Mar 2024 - Currently Working

Assistant Manager Digital Marketing

Key Responsibility:

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

DIGITAL PRC

Nov 2020 - Nov 2022

SEO Executive

Key Responsibility:

- SMM
- SEO
- Google Ads
- Website maintenance

RASHTRIYA MANAV ADHIKAR (NEWS PAPER)

Aug 2019 - Jan 2020

Digital Marketing Executive

Key Responsibility:

- Social Media account management
- Website maintenance
- WhatsApp marketing

DIGITAL HAWK GROUP

Nov 2022 - Feb 2024

Digital Marketing Executive

Key Responsibility:

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

MY JYTOTISH (AMAR UJALA)

Aug 2020 - Oct 2020

Internship - Content Writer

Key Responsibility:

- Keywords research
- Caption writing

SCAN TO KNOW MORE ABOUT MY PROJECTS IN DETAIL



www.prajvalsaini.com