

Mahendar Prajapati

Assistant Manager SEO & Performance Marketing



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📍 Bhiwandi

PROFILE

Results-driven Assistant Manager with expertise in SEO and Performance Marketing. Skilled in keyword research, on-page/off-page optimization, and implementing effective SEO strategies. Proficient in analyzing website performance metrics and optimizing paid search campaigns to achieve KPIs.

SKILLS

- Team Management
- Technical SEO
- Problem-Solving
- Google Analytics
- Search Console
- Google, FB, LinkedIn & Amazon Ads
- Google My Business SEO

EXPERIENCE

IMPULSE DIGITAL

2018 - Present

Assistant Manager SEO and Performance Marketing

- To lead a team of SEO & Performance Marketing Specialists and manage current clients.
- Pitch, develop, and execute SEO & SEM strategies for existing & prospective clients.
- Performing periodic technical audits of all company websites making short- and long-term technical SEO strategy recommendations in terms of (page load, Mobile friendly UI/UX), page speed, CWV (core web vitals) etc.
- Setting up paid ad campaigns - Work on Ad Platforms like Google Ads, Facebook Business Manager, LinkedIn Ads and Amazon Ads.

Sr. SEO & SEM Executive

Dec 2019 - Apr 2022

- Handling Multiple Indian & Abroad client projects at a time for SEO & SEM.
- Manage all aspects of on-page & off-page SEO for B2B and B2C websites.
- Creating & Managing Google ads such as search ads & display ads.
- Conduct technical SEO audits for websites.
- Perform keyword research, competitor analysis, backlink monitoring for client's websites and provide SEO analysis.

SEO & SEM Executive

Nov 2018 - Dec 2019

- Develop and execute SEO strategies to improve organic search rankings, website traffic, and conversions.
- Implement on-page optimization techniques, including meta tag optimization, keyword placement, and content optimization.
- Manage off-page optimization activities, including link building, guest blogging, and outreach campaigns.
- Manage & optimize paid search campaigns across platforms like Google Ads
- Perform A/B testing and data analysis to improve ad performance, increase click-through rates, and lower cost per acquisition.

EDUCATION

PGDM 2015 - 2017

IEIBS Akademia B-School

B.COM 2012 - 2015

B.N.N college, Mumbai University

H.S.C 2010 - 2012

B.N.N college, Mumbai University

S.S.C 2001 - 2010

Shree Satyanarayan High School,
Mumbai Board

HOBBIES

 Visiting at new place

 Learning new thing

 Playing cricket & volleyball

 Blogging

 Bike riding

EXPERIENCE

SWICONS CONSULTING

Oct 2017 - Nov 2018

SEO Executive

- Conduct thorough keyword research to identify valuable opportunities for content optimization and expansion.
- Manage on-page optimization & off-page optimization activities, such as link building, guest blogging, and outreach campaigns.
- Develop title tag, description of meta tags, Schema, Google Analytics, Search Console, Keyword Planner
- Monitor website performance using Google Analytics and search console, identifying areas for improvement and implementing necessary changes.
- Provide regular reports and analysis on key SEO metrics and trends
- Creating search ads on Google Ads for B2B businesses for lead generation..

AFYBIZ CONSULTING INC.

Aug 2017 - Oct 2017

SEO Trainee

- On-page & Off-page activity.
- Setup Google Analytics & Creating XML Sitemap, Robots txt.

SPECTRUM DIGITAL PVT LTD

Jun 2016 - Aug 2016

SEO Intern

- On-page to improve the website & Off page to create backlinks for a website.
- Knowledge of Google Webmasters & Google Analytics.
- Competitor backlinks analysis & Tracking SERP.

AUTHORITY & RESPONSIBILITY

- An active Sponsorship team member for Sportsdemia 2016, Organised by IEIBS Akademia.

ACHIEVEMENTS, AWARDS & CERTIFICATIONS

- Secured 3rd prize in role play at B.N.N College in the year 2015.
- Participated in the shape-up game in Intra college event of Bharti Vidyapith in the year 2016.
- Participated in ICICI stock mind 4.