

Pradhuman Mishra

Digital Marketing Specialist

✉ pradhuman0312@gmail.com ☎ 8810463203 📍 Delhi india 🌐 pradhumn mishra

🔗 pradhumnmishra.online

PROFESSIONAL SUMMARY

I'm a Digital Marketing Executive with 4+ years of practical experience in AI SEO, Google Ads, and Social Media Marketing and Email Marketing. Proven track record of increasing organic traffic by 30%+, generating qualified leads, and enhancing brand visibility through data-driven strategies. Skilled in managing WordPress websites, optimizing ad performance, and leveraging AI-based tools to improve campaign efficiency in corporate environments.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Appwars Technologies

09/2024 – Present

Noida, India

- Managed Google Ads and Facebook Ads campaigns, **generating 50+ leads** per day.
- Conducted seminars at 3+ colleges and universities.
- Trained 100+ students** in digital marketing tools and strategies.
- Executed on-page, off-page, and technical SEO, **improving 277% monthly clicks in 4 months**.
- Created and implemented data-driven SEO and marketing funnel strategies aligned with company goals.
- Set up conversion tracking via Google Tag Manager and optimized campaign performance through analytics insights.
- Managed WordPress website speed and performance.

Digital Marketing Executive

Makaz Software Solution

03/2024 – 07/2024

Noida, India

- Managed Google Ads and Facebook Ads campaigns, **generating 30–60 qualified leads** per day.
- Developed and executed social media and WhatsApp marketing strategies for brand engagement.
- Optimized YouTube channel “@AmitSharma1,” resulting in **40% increase in engagement and subscribers**.
- Analyzed campaign KPIs to improve ROI and ensure lead quality across multiple channels.

Digital Marketing Executive

I Search Solutions

03/2022 – 02/2024

Delhi, India

- Executed SEO and SMO strategies for multiple e-commerce websites (Gifalove, Rakhibazaar, Rakhi.in, ThePackersMovers).
- Increased organic traffic by 50%** and online sales by 25% through keyword optimization and targeted email campaigns.
- Designed and executed email marketing campaigns, improving customer engagement rates and **Sales by 30%**.
- Collaborated with content and design teams to create conversion-focused marketing materials.

CORE SKILLS

AI SEO Optimization | Google Ads & Meta Ads | Email & WhatsApp Marketing | Lead Generation | Funnel Building | Marketing Strategy Development | Campaign Planning & Optimization

SOFT SKILLS

Communication & Collaboration | Critical Thinking | Time Management | Creative Problem Solving | Adaptability | Goal-Oriented Mindset

TOOLS & TECHNOLOGIES

Google Analytics, Search Console, Ubersuggest, Screaming Frog, Moz, GTM, Meta Ads Manager, Keyword Planner, Mailchimp, MailerLite, WordPress, Elementor, HTML/CSS/JS, ChatGPT, Canva Magic Studio, Grammarly, MS Designer, SEMrush

CERTIFICATES

Digital Marketing Course - Simplilearn
Trained in SEO, SMO, and PPC campaign management.

AI in Digital Marketing - IIDE
Practical knowledge of AI tools like ChatGPT, Heygen, and Canva for content & campaign optimization.

Google Analytics Certification - Google (Skillshop)
Master Google Analytics skills, track data, and boost digital marketing performance.

Certificate of completion: Claude
Build Claude AI skills to create smarter, faster, and more effective solutions.

EDUCATION

Bachelor of Arts (Political Science Hons)	06/2019 – 12/2022
<i>Delhi University</i>	Delhi, India

LANGUAGES

Hindi	● ● ● ● ●	English	● ● ● ● ●
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