

Shyam Prakash Pal

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Online Marketer

Marketing Strategy ~ Leadership ~ Web Analytics

Competent and result oriented professional offering around 12+ years of experience in the fields of digital marketing, online marketing, search engine marketing, email marketing, website marketing, search engine optimization, social media marketing, online advertising, web analytics and online brand management.

Other experiences and skills include:

- Search Engine Marketing & Optimization
- Paid Campaign Planning & Execution
- Adcenter, Facebook, LinkedIn
- Social Media Marketing
- YouTube Advertising Campaign
- Google Shopping Campaigns
- HTML, XML, Drupal CMS, JS
- Email Marketing
- Google Ad sense & DFP
- Google Analytics & Google Tag manager

Certification

- Google Ads - Search Certification
- Google Ads - Display Certification
- Google Ads - Measurement Certification
- Google Analytics Certified.
- Google My Business Basics
- Shopping Ads Certification

PROFESSIONAL EXPERIENCE

WAFI MEDIA MARKETING SOLUTIONS

MARCH 2020 – TILL DATE

Digital Marketing Consultant

- Managing a digital marketing & website design and development team of 12 people.
- Act as a strong business partner and voice of the search engine marketing channel by driving continued innovation, new developments and industry best practices by regularly sharing knowledge with extended teams.
- 360-degree digital marketing strategy including research stats, approach, action plan and KPIs. Developing marketing mix, content strategy and growth hacking plan.
- Managing Paid Campaigns on Google Ads – Search & Display, Facebook Ads, LinkedIn, YouTube & Microsoft Ad-center and Ad-Mob, In-Mobi Ad Networks, Social Media and social media listening campaigns.
- Making recommendations to both the size, scale, and effectiveness of your advertising efforts to both sales staff and current and potential clients.
- Advanced experience in auditing and tagging website for Google Analytics using Google Tag Manager. Experience required in both Universal Analytics and GA4
- Extensive knowledge in Tag Manage tools Google Tag Manager implementing tagging and debugging

- Drive testing, reporting, optimization and analysis on paid performance to identify key level and opportunities for improvements.
- Set up Goals, Funnels, e-commerce tracking in Google Analytics to analyze campaign performance.
- Developing recommendations based on Analytics to drive decision making across various spectrums of online marketing
- Identifying new channels of traffic growth across mobile and desktop
- Local and international market research, target segmentation analysis, competitive analysis, Brand strategy.
- Generating reports to analyze account performance and reporting the same to the clients on the weekly and monthly basis and offering latest strategies, reporting, recommendations, reporting to the clients.

ZONE ONE VENUTR PVT LTD

OCT 2016 – FEB 2020

Digital Marketing Head

Community of entrepreneurs, developers, thought leaders and professionals pushing the boundaries of technological disruption each and every day.

- Managed a digital marketing team of ten people.
- Direct responsible of paid campaign planning and implementation, budget management, performance review, optimization and analysis for all assigned SEM Accounts to achieve market leadership
- Managing Paid Campaigns on Google Ad-words – Search & Display, Facebook, LinkedIn, YouTube & Microsoft Ad-center and Ad-Mob, In-Mobi Ad Networks etc.
- Leading efforts across launching a new community based mobile App (Android) and conceptualizing its GTM strategy
- Understanding the user trends by analyzing site behavior data, key business metrics, user experience studies, secondary research and sometimes by even talking to the customers.
- Driving e-commerce sales through digital marketing initiatives with various paid campaign and organic medium for our few corporate clients.
- Define and execute the strategy for mobile marketing, across all relevant devices and platforms
- Set up Goals, Funnels, e-commerce tracking in Google Analytics to analyze campaign performance.
- Developing recommendations based on Analytics for Mobile App, website and e-Commerce portal to drive decision making across various spectrums of online marketing
- Strong analytical background, with extensive experience in synthesizing data into actionable results in an direct-to-consumer ecommerce environment
- Generating reports to analyze account performance and reporting the same to the clients on the weekly and monthly basis and offering latest strategies, reporting, recommendations, reporting to the clients.

PULP STRATEGY COMMUNICATIONS PVT LTD

JUNE 2015 – OCT 2016

Team Lead

Full Service Integrated Marketing and Communications Agency

- Managed a SEO + SEM team of 7 people.
- Direct responsible of campaign planning and implementation, budget management, performance review, optimization and analysis for all assigned SEM Accounts to achieve market leadership
- Managing Paid Campaigns on Google Ad-words – Search & Display, YouTube & Microsoft Ad-center and Ad-Mob, In-Mobi Ad Networks.
- Managing Paid campaigns on Facebook, Twitter, LinkedIn social media networks.
- Set up Goals, Funnels, e-commerce tracking in Google Analytics to analyze campaign performance.
- Developing recommendations based on Analytics to drive decision making across various spectrums of online marketing.
- Working to increase organic traffic to get higher rank on major search engines & monitoring business performance to ensure achievement of the lead targets on regular basis.
- Generating reports to analyze account performance and reporting the same to the clients on the weekly and monthly basis and offering latest strategies, reporting, recommendations, reporting to the clients.

INTEGRATED DATABASES INDIA LTD (INDIA TODAY GROUP)

NOV 2013 – MAY 2015

Sr SEM – Analyst

India's leading Global online B2B marketplace and Google ADWORDS PREMIER SMB PARTNER

- Established a SEM vertical from scratch and managed a SEM team of 15 people with 700 clients and an approximate 1 crore quarterly budget.
- Manage strategy across various search engines and ad networks, including Google, Yahoo, Bing, LinkedIn, Twitter & Facebook, Daily Hunt and Quora.
- Partner to manage Search vendors including Google, Yahoo, Bing to monitor overall performance of SLA's, Quality of service
- Partner to manage Search vendors including Google, Yahoo, Bing to monitor overall performance of SLA's, Quality of service.
- Successfully Integrate Google Ad-words API for custom Goggle Ad-words Campaign Performance Report
- Google Ad Words integration with Google Analytic. Link visitor behavior to my SEM campaigns (across Google, Bing) and make smarter bidding and keyword choices.
- Act as a strong business partner and voice of the search engine marketing channel by driving continued innovation, new developments and industry best practices by regularly sharing knowledge with extended teams.
- Weekly & Monthly Reporting and Analysis of Campaign performance

SULEKHA.COM NEW MEDIA PVT LTD

APRIL 2012 – OCT 2013

SEM – Analyst

Sulekha.com leading online and mobile platform, enabling millions of connections and transactions every month. We do this by innovatively integrating multiple mechanisms – business listings, classifieds, deals, ecommerce and reviews/ratings – through which our users satisfy their local needs across multiple domains

- Executed paid online advertising of **Cars.Sulekha.com** and **Bikes.Sulekha.com** (India's Biggest Car & Bikes Portal) with the using Google ads, Microsoftadcenter and Facebook with 1 crore quarterly budget.
- Strategic planning and implementation of complex SEO and SEM strategies to achieve market leadership. Develop best practices for SEM and SEO campaigns.
- Led ROI optimization through web analytic to develop and implement key web metrics across multiple sites.
- Developed custom monthly reporting deliverables by analyzing website and paid search traffic through Google Analytics-Urchin and Ad-words.

INDIAMART

OCT 2010 – MARCH 2012

Assistant Manager – Internet Marketing

IndiaMART.com is a leading B2B marketplace that assists buyers and sellers to trade with each other at a common, reliable & transparent platform. Primary area of focus includes traffic on website as well as introducing new revenue generation models.

Core Role:

- Online media Marketing Campaigns with the help of **Google Ad words** of IndiaMART website.
- Worked on Brand Campaign for IndiaMART.
- Planning & Executing promotional activities through knowledge of CPA, CPC, CPM, CPL.
- Advised online marketing team on Internet strategy, and worked with internal design & development team to develop websites and implement integrated digital marketing programs. Introduced content monetization by implementing Google AdSense and Other Ad Networks.
- Responsible for mailer campaigning, mailer designing, creative designing, traffic reporting (Email Marketing) with all marketing activities ensuring ROI.
- Migrate successfully **Sourcing.IndiaMart.com from Joomla into Drupal**. Established Multiplicity Web Analytics Model to provide Hybrid solutions. Identified key performance metrics and used them to optimize marketing spend. We started the journey from 10\$ a day now it is ~500\$ a day

V-ANGELZ TECHNOLOGIES PVT. LTD.**APRIL 2008 – OCT 2010****Sr. SEO**

vAngelz Technologies P. Ltd. was incorporated in 2001 although the company's internet business actually started in November' 2003.

Role:

- Drive traffic to the site through marketing activities the prospect needs to ensure increasing traffic and repeat usage of the site.
- Keyword Research and Market Analysis: Analyze both the 'popularity' and 'competitiveness' of keywords and select of search terms that show high marketing potential.
- Managed paid campaign through **Google Adwords, Yahoo, Bing and Facebook.**
- Instrumental player in the Online Marketing for UK based mobile phone websites
- Responsible to promote Affiliate Mobile Websites over major Search Engines.
- Work to increase organic traffic to get higher rank on major search engines & monitoring business performance to ensure achievement of the lead targets on regular basis.
- Analyzing the competitor Websites and creating Competitive Intelligence Analysis reports by using Google Insights, Google Ad Planner and Google Trends for Websites.

TECH BOOKS INTERNATIONAL PVT LTD.**SEPT 2005 – MARCH 2008****Programmer**

Techbooks is eBook Production and App Development Company.

Role:

- Involved in developing XSLT and DTD for various Books

EDUCATION

- I pursued Master of Computer Applications (MCA) from ICST, Varanasi (U.P Technical University, Luck now) with aggregate 72 % marks in 2004

I hereby declare that all the information mentioned above is true to the best of my knowledge.

[Shyam Prakash]