

# Sahil Prashar

## Digital Marketing Expert

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## PROFESSIONAL SUMMARY

I am Results-driven Digital Marketing Expert with 4+ of experience in developing and implementing effective digital marketing strategies. Proven track record in increasing brand awareness, driving website traffic, and generating leads. Expertise in SEO, PPC, social media marketing, email marketing, analytics and designing. Strong analytical skills with a passion for using data to inform marketing decisions.

## PROFESSIONAL EXPERIENCE

### UPWROK

MAY 2020- PRESENT

#### DIGITAL MARKETING MANAGER | FREELANCE

- Collaborated with 90+ brands over 4 years, providing digital marketing solutions and graphic design, including SEO, SMM, PPC, email marketing, WordPress development and more.
- Achieved Top Rated Plus status on Upwork with a 100% job success rate through exceptional client service.
- Developed tailored digital marketing strategies that improved brand visibility and engagement.
- Designed marketing materials aligned with client branding, enhancing effectiveness.

### WEBBERS UX

OCT 2020- SEP 2024

#### DIGITAL MARKETING EXPERT AND BUSINESS DEVELOPMENT STRATEGIST

- SEO: Conducted audits and implemented strategies for on-page, technical SEO, and backlinks to boost rankings.
- Social Media : Managed audits, competitor analysis, content creation, and enhanced brand presence.
- Email Marketing: Developed targeted campaigns to nurture leads and increase customer retention.
- Graphic Design: Created marketing materials, including logos and flyers, to strengthen branding.
- PPC: Managed and optimized paid search campaigns across Google and social media platforms, driving targeted traffic and maximizing ROI.
- Team Management: Led cross-functional teams for effective collaboration and timely project delivery.
- Client Communication: Built strong client relationships through regular updates and insights.

## EDUCATION

### BACHELOR'S DEGREE INFORMATION TECHNOLOGY

2017 - SEP 2020

Guru Nanak Dev University | A+ Grade

### MASTER'S DEGREE OF INFORMATION TECHNOLOGY

2020- SEP 2022

Guru Nanak Dev University | A+ Grade

## SKILLS

SEO (Search Engine Optimization)

SMM (Social Media Marketing )

PPC (Pay-Per-Click Advertising)

Email Marketing - Mailchimp

LOCAL SEO - Google Business Profile

Project Management

Data Analytics

Conversion Rate Optimization

Copywriting

Graphic Designing

WordPress / Wix / Squarespace

Client Communication

UX/UI Understanding

Video Marketing

AI TOOLS - chatgpt, gamma..

E-commerce Marketing

Office - Word, Excel, Powerpoint

Team Work and Mangement

## ACHIEVEMENTS & AWARDS

- Google Certified Expert – Certified in Google Analytics, Search Ads, Video Ads, and Display Ads, showcasing proficiency in data analysis and effective digital advertising strategies.
- HubSpot Social Media Certification – Recognized by HubSpot for expertise in Social Media Marketing, with a focus on strategy, content creation, and engagement.
- Awarded Tagline Innovator – Developed the acclaimed tagline "Innovation Beyond Boundaries" for Webbers UX, demonstrating creative leadership and innovation in branding.

## PROJECTS

### WHITE-LABEL SERVICES FOR INTERNATIONAL AGENCIES

- Provided white-label digital marketing services to leading agencies like **Weyo Media**, **Takneeki Web Design**, and **Eboost Digital** across Australia, the UK, and the USA. Supported efforts in SEO, PPC, social media, and content marketing, helping them scale and deliver measurable results.

### COLLABORATED WITH OVER 150+ BRANDS

- Throughout my career, I have worked with 150+ global brands, offering a range of digital marketing solutions, from brand strategy and campaign execution to analytics and optimization. This includes sectors such as consumer tech, finance, beauty, B2B and more.

➔ VIDEO TESTIMONIAL - DONNA DOWELL

## LANGUAGES

- English / Punjabi / Hindi

## PERSONAL DETAILS

- Date of Birth : 24-09-1999 / Nationality : Indian