



PRADEEP BHATIA

Google Analytics, AdWords, & HubSpot Certified Digital Marketing Analyst

Experience: 7+ Years

Work Status: Canadian Permanent Resident

+1 226-978-9444



pradeepbhatia1990@gmail.com



Kitchener, ON

pradeepconnect



www.pradeepconnect.com

SUMMARY

A digital marketer with 7+ years of experience building and implementing strategies focused on SEO, email marketing, and AdWords largely for small to medium sized ecommerce sites. Successfully grew organic revenue by 65% in 8 months through a content marketing and link-building strategy.

EXPERIENCE

Digital Marketing Specialist

Adlib Software (Burlington, ON)

July 2021 - Present

- Manage end to end digital media campaigns and projects.
- Maintain a strong online company voice across our social ecosystems and establish brand presence to boost awareness and engagement with targeted personas.
- Drive KPIs and metrics for all digital marketing activities including webinars, website, SEO/SEM and content syndication.
- Demonstrate ROI and impact in lead generation in campaigns.
- Design, build and maintain social media programs to drive Marketing Qualified Leads (MQL).
- Ability to develop and write copy for all digital properties to drive engagement.
- Manage relationships with vendors/partners and other internal and external stakeholders.

Digital Marketing Manager

Beta Die Casting Equipment (Cambridge, ON)

July 2018 - July 2021

- Created an email marketing strategy which grow recurring business by 38%.
- Implemented numerous SEO-driven organic strategies per each product category which increases site traffic by over 100% in the first 12 months.
- Introduced a retargeting campaign which increased conversions within two months from 3% to 6%.
- Preparation of product announcements in both print and electronic format
- Maintain company website and all the CRM activities. (Act CRM)

Digital Marketing Specialist

MitoGraphics Inc (Cambridge, ON)

July 2017 – January 2018

- Implemented effective On-Page and Off-Page SEO tactics which boosted site visits by 90% in 6 months while increasing total sales by 45%.

Digital Marketing Manager/Web Developer

Bioinformatics Solutions Inc (Waterloo, ON)

October 2016 – February 2017

- Implemented an organic SEO strategy, boosting visits by 150% in 6 months while CRO increased sales by 40%.

SEO Executive

Xicom Technologies Limited (New Delhi, India)

July 2014 – June 2016

SEO Executive

Data Infovision Private Limited (Gurgaon, India)

June 2013 – July 2014

SKILLS

SEO & Content Marketing:

- MOZ
- SEMrush
- Ahrefs
- PPC
- Tag Manager
- Google Analytics

Audit & Backlinks

- SEOQuack
- Woorank
- GT Metrix
- Javascript
- Uber Suggest
- Google's Search Console

Keyword Analysis & UX

- SEMrush
- UberSuggest
- Google Keyword Planner
- WordPress
- HTML/CSS
- Lead Pages

Social Media

- Facebook
- Twitter
- LinkedIn
- Instagram
- Hootsuite
- Buffer

CRM & Email Marketing

- ACT CRM
- HubSpot
- Constant Contact
- SendPulse
- Simplycast
- Aweber

Project Management

- Trello
- KissMetrics
- Asana
- Slack
- Hubspot
- Zoho Project

EDUCATION



Post-Graduate Diploma in IT-Business Analysis

Conestoga College, Kitchener (Sep 2016 - Dec 2017)



Bachelor of Technology in Information Technology

Shobhit University, India (Sep 2007 - Aug 2011)

CERTIFICATIONS



Google Digital Garage

The Fundamentals of Digital Marketing Certificate



Google Analytics

Mastery in Google's Intelligent Data collection & Analysis



Google Ads

Building & Customizing Google Search Campaigns



HubSpot Inbound Marketing Certified

Skilled in Applying Inbound Marketing Techniques