

# Prasanna Mahamulkar

## Digital Marketing Engineer

A “Digital Marketing Engineer” which is a perfect blend of both technical and marketing knowledge. Analytical team-player who achieves results through a combination of strategic thinking, compelling communication and strong relationship management. A genuine problem solver especially in complex, fast-paced environments. Passionate about digital marketing because of its dynamic behaviour.

✉ [prasanna.mahamulkar@gmail.com](mailto:prasanna.mahamulkar@gmail.com)

📍 Dublin, Ireland

🌐 [linkedin.com/in/prasanna1991](https://www.linkedin.com/in/prasanna1991)

📞 0894443995

🌐 [prasannamahamulkar.com](https://www.prasannamahamulkar.com)

## SKILLS

Google Analytics

Google Data Studio

Google Tag Manager

Search Engine Optimization

Social Media Marketing

Google Ads

Pay Per Click

Microsoft Office

Digital Marketing

Email Marketing

HTML

CSS

WordPress

Content Management System

Adobe Creative Suite

## WORK EXPERIENCE

### Ecommerce Specialist

#### Book Haven

04/2022 - Present

Ireland

*Achievements/Tasks*

- Website maintenance and suggesting improvements
- Product management and merchandising
- Managing and creating other channels e.g. Instagram, Facebook Marketplace, Amazon, Google Shopping, etc
- Master Google Analytics - provide detailed reports and insights (weekly)
- Monitor trends on the website and make recommendations to improveMonitor abandoned carts, customer drop offs, website heatmaps, search improvements, synonyms etc
- All SEO and other website improvements such as speed-related work and image optimisation
- Responsible for delivering regular UX and SEO Audits to meet company's objective
- Manage and configure onsite upsell and cross-sell merchandising opportunities

### Lead Frontend Shopify Developer

#### Digifly

07/2021 - 09/2021

Ireland

*Achievements/Tasks*

- Performing regular website testing to ensure functionality, including detailing bugs.
- Managing daily website updates, edits, changes, or asset uploads within Shopify.
- Use of HTML5/CSS/JavaScript to create new functionalities as per client requirements.
- Experience with Shopify 2.0 & Metafields.
- Developing testing plans and troubleshooting problems related to ecommerce issues.
- QA of development tasks.
- Working on mobile, tablet and desktop solutions.
- Managing outsourced team's development tasks.

## WORK EXPERIENCE

### Frontend Web Developer & SEO Specialist Insulation4Less Ltd

09/2020 - 07/2021

*Achievements/Tasks*

- Creating & maintaining existing Shopify websites using Liquid Web Development.
- Working on technical SEO fixes.
- Site design and ongoing optimization of the customer experience.
- Implementing structured data using Json-Ld markup.
- Using HTML, CSS & JS to add and modify existing website design & functionalities.
- Oversee and manage the outsourcing of additional development tasks to our off site dev team.

### Digital Marketing Executive Irish Institute of Digital Business

09/2019 - 08/2020

*Achievements/Tasks*

- Creating new websites and reviewing current websites for different clients.
- Meeting and liaising with clients, conducting digital audits and developing strategies for their businesses.
- Creating SEO baseline analysis and remediation plans, running & optimizing Facebook, Instagram and Google Ads for clients.
- Industry event series coordination including recruiting and managing expert guest speakers and their contributions, developing bespoke event websites & ticketing.
- Usability Testing for client websites including conducting expert review of website design and usability issues; using these insights to develop a usability testing plan; creating and conducting the usability test and writing a report of findings and recommendations for improvement.
- Delivered a Guest Lecture on "Introduction to WordPress and Setting Up Your First WordPress Website" to MSc Digital Marketing Class 2020 in DCU Business School (MSc in Digital Marketing was ranked in the Top 50 Global Business Schools for Marketing).

### SEO Specialist Hedging.ie

12/2018 - 08/2019

*Achievements/Tasks*

- Delivered an SEO audit for on-page, off-page and technical SEO.
- Created and implemented an SEO remediation plan based on the audit.
- Integrated structured data mark-up tags all over the website including product and article schema tags.
- Optimized site for page speed from 4 seconds to 1.5 seconds and achieved an increased organic traffic by 16%.
- Most of the top keywords were successfully ranked in the top 3 search results on Google.

### SEO Analyst Quinstreet India Inc

09/2016 - 06/2018

*Achievements/Tasks*

- Tracking, reporting and analyzing website analytics.
- Performing ongoing keyword discovery, expansion & optimization.
- Researching & implementing SEO recommendations along with competitor analysis.
- Working with development team to ensure best SEO practices are properly implemented on newly developed code.
- Working with editorial & marketing teams to drive SEO in content creation.
- Recommending changes to website architecture & content.

## ACADEMIC PROJECTS

### Practicum Project - Landscapeplanning.ie (01/2019 - 08/2019)

- Over 6 months I worked as a lead project manager working to develop a plan to build the website, run PPC/social media advertising, and build email marketing database. I solely developed the website from scratch and performed usability testing using landscape planning insights from the client.

### Paid Search Project - Migraine Association of Ireland (11/2018 - 04/2019)

- Carried out a Google Ad Grants campaign for MAI with a budget of €50,000 over 5 months, which resulted in increasing the website CTR by 2.7% and donations by 17% in four months.

## EDUCATION

### M. Sc. in Digital Marketing

Dublin City University

09/2018 - 08/2019

### Bachelors in Engineering (Electronics)

Savitribai Phule Pune University

2009 - 2013

### Master's in Business Administration (Marketing)

Savitribai Phule Pune University

2013 - 2015

## CERTIFICATES

Google Advanced Certificates: 'Ads' & 'Analytics'  
(01/2019)

Prince2 - Agile Project Management (12/2018)

Excel & Tableau Data Visualization (11/2018)

Adobe Illustrator & Photoshop - NHI Ireland (02/2020)

## SOFTWARES & TOOLS

### Digital Marketing

Google Analytics, Search Console, Data Studio, Tag Manager, SEMrush, MOZ, Ahrefs, Screaming Frog, Hotjar, MajesticSEO, MailChimp, HubSpot, Hootsuite, Keyword Planner, Google Trends

### Graphic Designing

Abode Creative Suite, Canva, Filmora, Camtasia

### Usability Testing

Loop11, Adobe xD

### Web Development

HTML, CSS, Liquid, JavaScript, jQuery

### Content Management System

WordPress, Shopify, Wix, Magento, Joomla

### Microsoft Office

Word, PowerPoint, Excel