

Deepraj Srivastav

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Freelance Digital Marketing Executive (Projects-based)

Professional Summary

Aspiring Digital Marketing Executive with hands-on knowledge of SEO, Google Ads, Meta Ads, and Google Analytics. Skilled in keyword research, campaign optimization, and performance tracking. Passionate about improving traffic, engagement, and conversion rates through data-driven marketing strategies.

Skills

Digital Marketing: SEO, On-Page SEO, Keyword Research, Google Ads, Meta Ads

Analytics Tools: Google Analytics, Excel

Core Skills: Campaign Optimization, Traffic Growth, Lead Generation, Performance Analysis

Education

Jain University, Bengaluru 2025 – Present
MCA – Data Analytics

Babu Banarasi Das University, Lucknow 2022 – 2025
BCA – Data Science & Artificial Intelligence

Training

Digital Marketing – Digiskolae, Lucknow

SEO, Google Ads, Meta Ads, Google Analytics, Campaign Management

Experience

Freelance Digital Marketer (Projects-based) 2025–Present

- Planned and executed SEO, Google Ads, and Meta Ads campaigns
- Conducted keyword research and performed on-page optimization
- Analyzed campaign performance using Google Analytics and Excel
- Improved website traffic, engagement, and lead generation

Certifications

- Digital Marketing Certification (SEO, Google Analytics, Ads) – Digiskolae
- Career Essentials in Data Analysis – Microsoft & LinkedIn
- Intro to Career Skills in Data Analytics – LinkedIn Learning

Projects

E-Commerce Sales Dashboard (Power BI)

- Analyzed customer behavior and sales trends
- Identified high-performing products and customer segments
- Created dashboards to track marketing KPIs and performance

HR Data Analytics

- Analyzed employee data to identify trends in performance and attrition
- Used Excel and Python for data cleaning and analysis
- Generated actionable insights to support decision-making