

# PRASHANTH S MURTHY

## Digital Marketing & SEO Specialist

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Bangalore, India



### SUMMARY

I am a dedicated Digital Marketing and SEO Specialist with over two years of hands-on experience honing skills in driving organic growth, generating leads, and achieving impactful marketing outcomes. My expertise spans Technical SEO, enterprise website management, and analytics, showcasing my ability to lead SEO strategies for businesses while ensuring data-driven insights for continuous optimization

### EXPERIENCE

#### SEO Executive – South Cluster Lead

##### Appiness Interactive Pvt. Ltd

01/2025 Bangalore

A company specializing in digital marketing and technology solutions

- Initially managed smaller Manipal Hospital websites and expanded responsibilities to larger hospital units based on performance
- Progressed to **South Cluster Lead** within 6 months, owning SEO strategy for 14 hospital websites, 7 clinic websites, and 6 microsites
- Served as **Point of Contact for South Cluster**, responsible for strategy planning, execution, reporting, and client communication
- Independently handled **4 major hospital websites** and the Bangalore website, a key business driver for Manipal Hospitals
- Achieved a **96K+ increase in organic users** through technical SEO, content optimization, and data-driven strategies
- Led technical SEO audits and resolved crawl, indexing, performance, and tracking issues
- Fixed schema markup issues, improving SERP visibility and driving organic traffic growth
- Resolved **Google Tag Manager issues** and supported CDP implementation
- Built and automated Looker Studio reports, reducing manual reporting effort
- Headed **microsite SEO strategies**, providing strategic direction and guiding the team
- Contributed to team ideation, problem-solving, and AOP covering SEO strategy and client deliverables

#### Digital Marketing Executive

##### Roboprenr

10/2023 - 01/2025 Bangalore

A startup focused on innovative digital marketing solutions

- Executed Meta, Google, and LinkedIn ad campaigns, generating 1,000+ qualified leads
- Planned and implemented SEO and content marketing strategies, increasing organic traffic
- Managed end-to-end social media marketing, including content creation
- Worked with sales and customer service teams to align marketing activities
- Analyzed campaign and website performance to provide data-backed insights

#### SEO Executive – Intern

##### Glee and Glint Media

12/2022 - 02/2023 Mysore

A media company focused on innovative marketing solutions

- Conducted keyword research and implemented on-page and off-page SEO strategies
- Optimized website content to improve organic visibility and rankings
- Monitored SEO performance using analytics tools and prepared performance reports
- Gained hands-on experience in SEO execution and performance tracking

### SKILLS

Search Engine Optimisation

Meta Ads Meta Business Suit

Social Media Marketing

Off-Page SEO

Google Search Console

Google Analytics Screaming Frog

Google Tag Manager Google Ads

LinkedIn Ads Email Marketing

WordPress Shopify

Microsoft Excel Microsoft Office

### EDUCATION

#### MBA

##### JSS Centre for Management Studies

02/2022 - 11/2023 Mysore

#### Bachelor of Business Administration (BBA)

##### Sree Devi College

07/2017 - 12/2020 Mangalore

### LANGUAGES

#### Kannada

Native



#### English

Proficient



#### Hindi

Intermediate



#### Telugu

Beginner

