

Anup Prasad

Head: Digital Marketing

anup1_lks@yahoo.com

Summary

Famous as "Blazing light" in Digital marketing industry. Active blogger since 2007.

Experience

Online Marketing Head at Bennett Coleman and Co. Ltd. (Times Group)

January 2011 - Present (5 years)

Online Marketing Head

Certifications

Adobe Certified Associate in Visual Communication Using Adobe Photoshop CS6

Adobe September 2014

Publications

Only ET

Mid day, Mumbai November 6, 2011

Authors: Anup Prasad

GOD Vs Alien

Motherland Magazine

Authors: Anup Prasad

For Some, UFOs and ET Replace Religion

Educating Humaity

Authors: Anup Prasad

Waiting For Elohim

Open The Magazine

Authors: Anup Prasad

There Is No GOD

Mid Day

Authors: Anup Prasad

Honors and Awards

Star Performer award

Times Group

Google Adwords Certified

Projects

Google PR study

January 2012 to February 2012

Members: Anup Prasad

Study of Google Page Rank(PR) algorithm and to achieve PR 4 in just 20 days from PR 0

SEO/SEM 1000+ projects

April 2013 to Present

Members: Anup Prasad

I have worked upon 1000+ SEO/SEM/PPC/SMO projects in my career

Languages

Spanish

Skills & Expertise

PPC Bid Management

Google Adwords Professional

Content Writing

search engine optimization

Social Media Marketing

pay per click

overtune

Radian6

Bespoke website design

Blogger

video optimization

SEO

PPC

New Media

Social Media

Web Marketing

Marketing

SMO

Google Webmaster Tools

Google Analytics

Facebook

Online Reputation Management

Website Development

Link Building

Online Marketing

Social Networking

Keyword Research

Organic Search
Joomla
Google Adwords
Social Bookmarking
Affiliate Marketing
Digital Marketing
SEM
HTML
Web Analytics
Landing Page Optimization
Blogging
Website Promotion
Search Analysis
CSS

Education

Indian Institute of Planning and Management

Master of Business Administration (M.B.A.), Digital Marketing, 2012 - 2013

Jaganath International school

Master of Computer Applications (M.C.A.), Software development, 2006 - 2011

Lksec,Gotan,Rajasthan

Higher Sccondery, Mathematics and Computer Science, 2000 - 2002

Activities and Societies: National Level Badminton Player (Represented Rajasthan for under 18 team)

Interests

SEO/SEM/PPC/SMO/Digital Marketing

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[Contact Anup on LinkedIn](#)