

Prateek Shekhar

CRO (Conversion Rate Optimization) | ML (Machine Learning) | Analytics | SEO | Account Management | Client Success | Product Management

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Date of birth 26 April 1994

LinkedIn

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Experienced Digital Marketing professional, specializing in conversion rate optimization (CRO) & Data Analytics with sound understanding of SEO, managing and defining conversion growth strategies driven by data, across several top BFSI & eCommerce accounts within US, Canada & APAC region.

Experience

Oct 2019 - present **Lead Strategist - CRO**

iQuanti India Pvt. Ltd.

Lead Conversion Optimization & Analytics - Strategist

- Successfully lead and managed multiple accounts, responsible for analyzing user behavior & understanding target audience through research & user testing, prioritizing recommendations in terms of implementation effort, AB test duration & overall impact.
- Delivered significant improvement in lead quality through personalized content strategy for one of the leading Reverse Mortgage providers in the Canadian region.
- Lead a 4-month CRO program for one of the top Canadian Banks, carried ethnographic research across 100+ BFSI organizations, successfully drew insights after analyzing behavioral data through platforms such as - Adobe Analytics, IBM Acoustic, Hotjar, Mouseflow & Google Analytics, Facebook Analytics etc.
- Extremely proficient in tools such as VWO, Optimizely, Google Optimize & Adobe Target.
- 4.5+ years of experience in client facing role, efficient at building & nurturing client relationships with the leadership group.

SEO Support Strategist

- Successfully implemented strategies to combine learnings from SEO with CRO & define user persona for on page content strategy
- Significant contribution in defining content & authority optimization for one of the leading Health Insurers in the United States.
- Responsible for drawing keyword research, defining keyword themes and identifying opportunities for new content & existing content optimization.
- Responsible for analyzing back link profile, making recommendations to build authority through content syndication, guest posting & citation research.
- Performing competitive analysis through share of voice analysis to identify key competitors.
- Proficient with tools such as - Google Search Console, SemRush, Ahrefs, Lighthouse, page speed insights etc.

Digital Solution's Team

- Responsible for leading CRO solutions as part of account expansion strategy across US & APAC region.
- Crafted industry specific solutions & frameworks for strengthening of solution offering.
- Successfully presented CRO & Analytics solutions to the Leadership group for top BFSI accounts across US & Canada region.

Apr 2019 - present Product Manager

Gambit Sports

- Learning fundamentals and design approaches in gaming domain for mobile devices.
- Implementing octalysis theory for improving the game experience.
- Managing a group of designers for various feature implementations.
- Contributing in strategies for improving the core flows in the product (mobile gaming app).

**Feb 2018 -
Jan 2019**

Product Manager

ConvertCart

- Experienced in defining online eCommerce Revenue Optimizing digital products such as Site Search Engine, Product Review Platform (Onsite and Offsite), ESP (Email Service Provider) etc in a product company.
- Experienced in owning the product development, testing and improvement fronts and liaising with different teams to achieve organizational goals.
- Defined product feature road map and timelines by performing qualitative and quantitative analysis.
- Define processes for continuous monitoring, implementation and improvement of multiple products.
- Handling client escalations regarding various product implementations on eCommerce Websites, interfacing with the clients directly and solving client queries along with measuring the rate of client escalations to bring it down.
- Performing Risk Analysis and Measuring its rate on a continuous basis, recommending measures to reduce it.

Organizational Experience

- Managed a team of more than fifteen members, working with several other teams in different fronts.
- Closely observed different dynamics of client handling according to different client personas and maintained a healthy working environment among highly driven problem solvers and thinkers.

**Oct 2017 -
Jan 2018**

Key Account Manager/Client Success Manager

ConvertCart

- Strong understanding of eCommerce industry from various domains such as health & supplements, apparels, hospitality, travel and booking, electronics, gaming etc.
- Enhancing revenue of industries through online eCommerce Websites.
- Analyzing user behavior on the eCommerce websites to gather a deep understanding of user requirements.
- Evaluating website analytics data to identify problem areas/opportunity.
- Creating & implementing strategies for eCommerce websites across different business domains to improve eCommerce conversion rates.
- Implementing conversion optimizing campaigns on eCommerce websites improving website sales and in turn revenue.
- Crafting hypothesis for A/B testing and website improvement recommendations based on qualitative insights and quantitative data.
- Experienced in identifying, recommending and improving UI/UX aspects of eCommerce Websites.
- Interacting with internal teams for developing and testing of solutions and owning the implementation front.
- Creating traffic and revenue reports and liaising with US/UK clients on a weekly basis to build a healthy relationship.
- Setting up client goals, creating road maps on achieving the goals and successfully presenting the outcome to the clients.

Sep 2016 -
Sep 2017

Junior Business Analyst

Tech Active Solutions

- Gathered client Requirements and presenting those to the internal teams.
- Worked closely with developers and designers, ensuring each requirements is met with the finest of details required for the task.
- Experienced in creating large scale wire framing projects visualizing entire scope of the projects and assisting the UI/UX designers.
- Experienced in estimating project timelines and cost analysis.
- Experienced in successfully liaising with British clients on a week on week basis.
- Experienced in performing user acceptance testing at the end of project completion.
- Gained experience with project management and show cased those skills in couple of major UK eCommerce projects.

Education

Jul 2012 - Jul 2016 *Vishveshwarya technological university, Belgaum*

Bachelor of Engineering in Computer Science

Jan 2011 - *Kendriya Vidyalaya Hebbal, Bengaluru,*

Mar 2012 *Major in Computer Science*

Skills

<i>Conversion Optimization</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Search Engine Optimization</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Data Analytics/User Behavior Analytics</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Project Management</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>UI/UX, Large Scale project Wire framing</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Team Management/leadership</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Web Analytics</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Business Intelligence</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>User Research</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Client Communication (US/UK)</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>CRM Solutions(Customer Relationship Management)</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>CMS (Content Management Solutions)</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Ecommerce Backend Solutions - Shopify, Magento & BigCommerce etc.</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Digital Marketing</i>	■ ■ ■ ■ ■ ■ ■ ■
<i>Email Marketing / Drip Marketing</i>	■ ■ ■ ■ ■ ■ ■ ■

Company Wide Recognition

Jan 2021 *iQuanti Annual Gem Award 2021*

References

Justin Lee, iQuanti Pvt. Ltd, Account Manager, Justin.Lee@iquanti.com

"Prateek is one of the smartest digital marketers I've worked with. He's someone you can rely on as a teammate - I've worked with him on two different US and Canadian clients that required various complex skillsets in SEO and CRO and it has been always a pleasure working with him. Words to describe him: diligent, detail-oriented, and results-focused. I would highly recommend Prateek as he would be a valuable asset to any team."

Bhanu Singh, ConvertCart, Client Success Manager, bhanu4464@gmail.com

"I have worked with Prateek for the past year & can personally vouch on his work. Very capable account manager with the ability to think out of the box. He is one of the best conversion rate optimization expert along with good technical knowledge. He is a jolly person to work with & has the ability to handle pressure situations. He is also good at planning things for himself and his team which portrays his good leadership skill. I am sure he is going to be an asset for the company he works for & will be a great value to the organization."