

# RAJANISH ANGADI

## CAREER OBJECTIVE

Having about **6 years** experience in Vayucon systems as a **Planning Engineer, 1 Year** of experience in **Digital marketing**. Have gained good exposure to understand various aspects of **Digital Marketing** through the Masters Program which has developed a great sense of confidence at a very personal level. Hence, I seek a challenging position in the area of **Digital Marketing, Brand Management, SEO & related fields** where I can share my skills in the pursuit of progressive career advancement.

## EXPERIENCE

**Vayucon Systems Pvt Ltd - Planning Engineer**  
05/2014 - 07/2020

**Trade Psychology - Digital Marketing Manager**

- Lead Generation
- SEO
- SMM

08/2020 - till date

**RSA HVAC Services - HVAC Freelancer**

- Website development
- Facebook Ads

10/2020 - till date ( Own web site part time)

## SKILLS

### Search Engine Optimization (SEO)

- Keyword Research
- On-Page SEO Use WordPress tool
- Meta Description
- Optimize the image
- Internal Link
- External Link / Outbound Link
- Off Page SEO
- Google Search Console (GSC)

### Search Engine Marketing (SEM)

- Understand FB insights, Remarketing (pixel), Conversions
- Instagram Ads, Hashtag, Remarketing,
- Youtube Marketing - Ads, Remarketing
- Twitter Ads, Analytics.
- LinkedIn Ads.

### Google Analytics (PPC)

## ONLINE PRESENCE

- [linkedin.com/in/rajanish-angadi](https://www.linkedin.com/in/rajanish-angadi)
- [rsahvacservices.com](https://www.rsahvacservices.com) ( Own web site part time)

## CONTACT

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## CORE COMPETENCIES

- Social media and Google ads
- Wordpress (yoast SEO Plugin)
- Google Analytics
- Search Console
- Google Auto Suggest & Uber Suggest

## EDUCATION

**B.E.: Mechanical**  
**VDRIT Haliyal • 2014**

## CERTIFICATION

**1. Masters Program - Digital Marketing Specialist : Simplilearn Certified - 2022**

- Mastering SEO, Content Marketing, PPC, Digital Analysis
- Mastering Social media, Mobile Marketing and Digital Strategy
- Advanced Web Analytics
- Advances SEO
- Advance Social Media
- Advanced PPC
- Digital Marketing Capstone

## ADD. INFORMATION

- **Languages :** English, Kannada, Hindi

## INTERNSHIP

**Weblylo - Social Media Marketing Intern**  
• <https://www.weblylo.com>

Digital Analog Solutions

- <https://www.analogdigitalsolution.com/>