

Curriculum Vitae

Ashish Gaidhane

(SEO Specialist)

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CAREER OBJECTIVE :

I am looking out for a challenging job in the field of Digital Marketing with a competitive environment that offers me the opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of self as well as of the concern wherein I get such a chance.

SUMMARY :

Digital Marketer With 6.3 years of experience in the field of Digital marketing which includes SEO, SMO, SMM & SEM.

EDUCATIONAL BACKGROUND :

- Bachelor of Engineering in Electronics and Telecommunication - Mauli College of Engineering and Technology, Shegaon, Amravati University (MH)
- Diploma in Electronics and Telecommunication - from Mumbai Board

Technical Skills:

- SEO, SEM, SMM
- Brand Building
- Paid Advertising
- Market Research
- WordPress Editing
- Social Media Marketing
- Ecommerce Marketing
- Email Marketing

Current Company: Maloo Group (Bangalore)

Position: "SEO Specialist"

From: 16 May 2022 – 10 August 2022

Working Project Name: Dush Products (dushproducts.com), Floorzy Makeover (floorzy.in)

Tools Used: Google Analytics, Search Console, Google Tag Manager, Keyword Planner, Word Stream, Ahrefs, Semrush, Ubersuggest, Screaming Frog, SEO MOZ etc.

Responsibilities:

- Planning and execute all digital marketing, including SEO/SEM, SMM, social media and display advertising campaigns.
- Execute SEO related projects including ongoing keyword and competitive research, landing page optimization, backlink building, etc. to drive performance and results
- Redefine and evolve key organic and SEO performance metrics to systematically track and improve search performance.

- Experience in setting up and optimizing Google AdWords & Facebook, Instagram Campaigns
- Experience in web-based tools like Google AdWords, Google Analytics, Google Studio, Ahrefs, Google Search Console and Keyword Planner
- Experience in setting up and management of social media promotion (Facebook, LinkedIn Lead Generation)
- Research and analyze advertising links of the competitors.
- Generating Weekly, Monthly Reports and Site Visibility Statistics Report.
- Optimizing the landing pages of paid search engine marketing campaigns
- Experienced in various CMS platforms like WordPress and Joomla.
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Experience in social media analytics and sentiment tool like Create Studio, Hoot Suite etc.

Past Company: Decision Databases (Pune)

Position: "Sr. SEO Executive"

From: 18 April 2016 – 30 April 2022

Working Project Name: Value Market Research (valuemarketresearch.com), Decisiondatabases.com

Tools Used: Alexa, Google Analytics, Google Webmaster, Google Tag Manager, Keyword Planner, Word Stream, Ahrefs, Semrush, Moz Bar, Keyword Explorer, Google Trends etc.

Responsibilities:

- **SEO (On page and Off page Optimization)**-> Optimizing on page factors like Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Image Optimization, Content Optimization, Sitemap (HTML & XML) etc.
- Paid and free PR Submission, Social Bookmarking Submission, Directory Submission, Blog Submission, Blog Posting, Guest Blog, Business Listing, Profile Link, Article Submission, Comment Posting, Article Formatting, Forum Posting, Slide Share, Video Submission, etc.
- **SMO & SMM (Social Media Optimization & Marketing)**-> Build and manage the company social media profiles and presence, including Facebook, Twitter, LinkedIn, Pinterest, Instagram and additional channels that may be deemed relevant. Drive consistent, relevant traffic and leads generation campaigns from our social networking sites analyze all initiatives to report on social media ROI.
- Experience in social media analytics and sentiment tool like Create Studio, Hoot Suite, Business Suite.
- Analysis of the content, Special focus on checking for keyword density, keyword prominence and proximity
- Executes SEO related projects including ongoing keyword and competitive research, landing page optimization, backlink building, etc. to drive performance and results.
- Redefine and evolve key organic and SEO performance metrics to systematically track and improve search performance.
- Research and analyze advertising links of the competitors.
- Generating Weekly, Monthly Lead Reports and Site Visibility Statistics Report.

Declaration:

I hereby declare that the above-mentioned information is correct, up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place: Bangalore

Signature:-

Date: _____

Ashish Gaidhane