



Jayesh Chauhan

Digital Marketing Specialist

Establishes and develops branding strategies to achieve business objectives. Implemented new competitive insight analysis and consumer trend reports to increase traffic, user engagement, keyword ranking, leads, and sales that build a digital culture.

Get in touch!

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Date of Birth:

4th Oct 1984

Marital Status:

Married

Address:

Bangalore, India.

Role & Responsibility

- Website Audit, Competitors Analysis & Persona Identification
- Keywords Mapping, Planning and Ranking
- SEO On-page, Off-page and Technical Optimization
- Tracking & Monitoring Campaign Performance
- Campaign Strategies Management for SEO, Social Media, Email, Paid Ads
- Database & Email Marketing
- Social Media Marketing & Management
- Brand Reputation & Management
- Learn Updates & Adopt Marketing Tools
- Management & Collaboration with Various Team

Certifications

Google:

- Digital Garage
- Analytics for Beginners
- Advance Analytics
- App Marketing Campaigns
- Google Ads Fundamentals

Microsoft Virtual Academy:

- Digital Coaching for SMEs
- Digital Marketing and Funding

Facebook Blueprint:

- Facebook Business Manager
- Facebook Create Ads
- Facebook Edit & Manage Ads
- Marketing with Facebook Pixel

LinkedIn:

- Google Analytics 4 (GA4)

HubSpot Academy:

- Inbound Marketing
- Content Marketing

SEMrush Academy:

- SEO Fundamentals Exam
- Technical SEO Exam
- SEMrush Social Media Toolkit Exam

Accenture:

- Digital Skills: Digital Marketing

Academic History

M.E. (Computer Engineering)**Gujarat Technological University**

- Percentage: 71.3 %
- Passing Year: 2015

B.E. (Information Technology)**Gujarat University**

- Percentage: 59.38 %
- Passing Year: 2011

Diploma (Information Technology)**Technical Examination Board**

- Percentage: 67.39 %
- Passing Year: 2008

Tools

Google Analytics, Search Console, Page Speed, Clarity, SEMrush, Keyword Tool, Keyword Planner, SendGrid, MailChimp, Cake Mail, Lead squared, Fresh Desk, HubSpot, Canva, Social Pilot, Similar Web, Rank Signals, Backlink Watch, MOZ, Alexa, Ahrefs, W3C Compliancy, Plagiarism, Screaming Frog, Deep Crawl, Majestic SEO, Swiftype, Trello, Monday, Click Up, Microsoft ERP (Nabler, Tatvic), PayOOM, vCommission and other 100+ Tools.

Certifications

eMarketing Institute:

- Content Marketing
- Online Marketing
- Search Engine Optimization
- Social Media Marketing

Udemy:

- SEO Strategy 2022

UpGrad:

- Digital Marketing 2017 Strategy

Digital Deepak:

- Digital Marketing Masterclass
- Online Digital Marketing Course

Mangools:

- SEO Course

Scaler Academy:

- System Design of How Auto complete in Google Search Works

Alison:

- Marketing Management: Analyzing Competitors and Customers

EDUONIX:

- Growth Hacking with Digital Marketing

University of Leeds, UK

- Create a Professional Online Presence

College of Law, Australia

- Strategic planning for professional service firms in the time of COVID-19
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Summit

Start Up Summit:

- Nehru Center Worli, Mumbai

Digital Marketing Summit:

- Cognizant MEPZ, Chennai

IoT & Blockchain Technologies:

- IEW, KPTO Bangalore

Work Experience

Link Builder

Tuncer Infotech Pvt. Ltd., Ahmedabad | Aug 2012 to Apr 2013

Domain: Information Technology / Software
Marketing Region: USA, India
Product Based & Service Based Company

Digital Marketing & SEO Executive

Meclosys Infocare Pvt. Ltd., Surat | Jan 2016 to Jun 2016

Domain: Information Technology / Software
Marketing Region: India
Product Based & Service Based Company

Digital Marketing Executive

Groovy The Web Firm, Nadiad | Jul 2016 to Oct 2017

Domain: Information Technology / Software
Marketing Region: Australia, India
Service Based Company

TL, Digital Marketing Specialist

Uriah Solution Pvt. Ltd., Bangalore | Nov 2017 to July 2019

Domain: Information Technology / Software
Marketing Region: USA, India
Product Based & Service Based Company

Digital Marketing Manager

Bolster Legal Services Pvt. Ltd., Bangalore | Jan 2020 to May 2020

Domain: Legal Advisory Outsourcing / USA Law Suit
Marketing Region: USA, India
Service Based Company

Digital Marketing Manager

Bitscape Infotech Pvt. Ltd., Ahmedabad | Sep 2020 to June 2021

Domain: Information Technology / Software
Marketing Region: USA, Canada, India
Product Based & Service Based Company

Digital Marketing Specialist

Ogoul Technology W. L. L., Doha, Qatar | Sep 2021 to June 2022

Domain: Information Technology / Software
Marketing Region: Qatar, Dubai (Middle East Countries, Asian Continent)
Product Based Company

Digital Marketing Specialist

Groovy The Web Firm, Nadiad | Jul 2022 to Dec 2022

Domain: Information Technology / Software
Marketing Region: USA, UK, Australia, India
Service Based Company

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