

NUTAN RAMDAS SANGLE

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OBJECTIVE:

- To obtain a challenging digital marketing position with a dynamic organization that offers opportunities for growth and professional development.

ACADEMIC QUALIFICATION

- Completed Bachelor Of Engineering in Computer (Fourth Year) from Smt. Indira Gandhi College Of Engineering, Ghansoli, 2019 (University Of Mumbai), AVERAGE: 7.26 / 10 CGPA
- Completed Diploma in Computer Technology in 2015 from Shivajirao S Jondhale Polytechnic College with a Percentage: of 74.00%
- Completed 10th from U.K.M.V School in Ambarnath PERCENTAGE: 70.60%

EXPERIENCE:

Digital Marketing Specialist (Aadimedia SEO Solution Company, Navi Mumbai, June 2020 – Oct 2024)

RESPONSIBILITIES:

- Conducted keyword research, SEO audits, and content optimization to improve search rankings and conversions.
- Managed and maintained WordPress websites, including blogging, content uploads, updates, and backups.
- Optimized headlines, metadata, and image alt text to enhance search engine performance.
- Handled Google Search Console & Google Analytics, tracking key metrics and generating actionable reports.
- Managed daily social media postings and content strategy to boost audience engagement.
- Performed regular website updates, maintenance, and security checks for optimal performance.
- Collaborated with teams to align digital marketing strategies with business goals.

PROJECTS

- **Hospital management system** (Team size:5)
As a developer, I led a team of 5 to create, design, and develop the process of Hospital management through an online portal/website.
- **Training & placements Automation System** (Team size :3)
Online Portal & Android Application is based on (Java & Firebase Database).

TECHNICAL SKILLS

- **Languages:** Html, CSS, Bootstrap
- **SEO & Digital Marketing:** Keyword Research, On-page & Off-page SEO, Google Ads, PPC, SEMrush, Ahrefs, Moz, Screaming Frog.
- **Graphics:** Canva, Adobe XD, Photopea, Photoshop, Typography.
- **Web tools:** WordPress, Divi, Visual Studio Code, Sublime, E-Commerce, Shopify, google analytics, Google AdSense, Google AdWords, Ahrefs, SEMrush, Buffer, Hootsuite, Pinterest, Instagram Insights, MailChimp, Screaming frog, MOZ.
- **UX/UI Design:** Figma, Adobe XD, Miro, Wireframing, Prototyping, User Flow Design, Storyboarding.
- **Collaboration Tools:** Miro, MURAL, Design Thinking Workshops, Agile Methodologies.
- **Writing:** SEO, Technical Writing, Keyword Research, Website Blog, Web Development, Data Structure, Debugging & Security, Blogging, Writing &Editing, Powerpoint Design.
- **Computer Skills:** Database Management, Proficient In Microsoft Word & PowerPoint

AWARDS AND ACHIEVEMENT

- Seven Days Bootcamp on Sharmonix technology For Android (2016)
- Hands-On Workshop on Web Development (2019)

- Great Learning Certification Of Blogging (2022)

EXTRA-CURRICULAR ACTIVITIES

- Participate in a Singing Competition for MTV India (For Covid Online Mode)