

# HIMADRI PATEL

+1-647-878-1627

[hdpatel1627@gmail.com](mailto:hdpatel1627@gmail.com)

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## PROFESSIONAL SUMMERY

- Result Oriented and knowledgeable SEO expert with a demonstrated history of unprecedented accomplishments.
- Imaginative expert with a reliable assurance to perform extraordinary work and very much created necessary reasoning abilities.
- Familiar with working in a relentless business climate.

## EXPERIENCE

### SEO SPECIALIST MONARCH MEDIA

**JUNE'20 – PRESENT**

- ⇒ Performing SEO audit to ensure site is crawlable and optimizing it proper keyword focus, and provide users content/functionality to match searcher intent.
- ⇒ Carried out competitor analysis by comparing DA, Backlinks, total keywords and search volume on the 1<sup>st</sup> page of google.
- ⇒ Reviewing website SEO content for areas that need improvement or revision.
- ⇒ Writing an effective meta titles, descriptions, headlines, and effective call-to-action statements.
- ⇒ Developing and executing internal link optimization efforts and helped to manage external outreach programs.
- ⇒ Using web analytics platform and SEO tools to monitor, analyze and optimizing website activity, traffic trends, SERP rankings and customer acquisition metrics.
- ⇒ Consult with copywriter team members to translate analyst research into exact, engaging, actionable copy for website, social and email marketing needs.
- ⇒ Generating top-tier recommendations for optimizing site architecture, optimizing URL structures and patterns for maximized indexing and keyword relevancy.
- ⇒ Analyzing back-link profiles using tools, including SEMrush and Ahrefs.
- ⇒ Generating reports on all aspects of client campaigns to measure a progress.

### SEO ANALYST BREEZEMAXWEB

**JAN'19 – MARCH'20**

- ⇒ Executed SEO projects including keyword research, link-building, content optimization and site architecture.
- ⇒ Performed technical SEO audits on new and existing client sites as well as content gap analysis and competitor research.
- ⇒ Engaged in high-level link prospecting, identifying sites and other properties and opportunities through which to gain high value links.

- ⇒ Provided insightful analysis and commentary addressing KPI trends and progress.
- ⇒ Implemented technical optimizations related to accessibility, indexability, structured markup, site speed improvements, broken links, and more.
- ⇒ Monitored and administered web analytics dashboards, reports, and essential reporting tools, and point out key areas of importance in accordance client goals.
- ⇒ Analyzed and evaluated website performance including, but not limited to organic visits, visitors, form submissions, conversion rate, bounce rate and viability to determine level of client performance and identify areas of opportunities.
- ⇒ Assisted in development and execution communication/content strategies via social communities in coordination with SEO goals.
- ⇒ Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties.

## **DIGITAL MARKETING ANALYST**

**MAY'17 – SEP'18**

### **WEBLEONZ**

- ⇒ Analyzed the website requirements of clients and provided web promotion solutions using SEO, SMO, and SEM.
- ⇒ Carried out SEO audits for new clients and provided strategy.
- ⇒ Performed monthly adjustments on client accounts/campaigns in Google AdWords and Social Media Channels in order to maximize performance within current budget.
- ⇒ Produced Monthly Performance Reports for clients for SEM program utilizing reporting tools such as Google Analytics, determined key metrics.
- ⇒ Optimized Paid Social Facebook and LinkedIn campaigns by Performing A/B and multivariate experiment.
- ⇒ Provided insightful analysis and commentary addressing KPI trends and progress.
- ⇒ Analyzed and evaluated website performance including, but not limited to organic visits, visitors, form submissions, conversion rate, bounce rate and viability to determine level of client performance and identify areas of opportunities.
- ⇒ Updated HTML/CSS/JS as per requirement.

## **DIGITAL MARKETING EXECUTIVE**

**MAY'16 – MAY'17**

### **BROWSEINFO**

- ⇒ Created and executed SMM strategies for customer outreach and support across various social networks including Facebook, LinkedIn, Instagram, and YouTube.
- ⇒ Improved Dealer's site performance using white-hat SEO strategies, SMM and SEM.
- ⇒ Planned and Executed SEO keyword research strategies, content strategies and content wire framing. Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI.
- ⇒ Designed unique content marketing strategies and info graphics for blogs and website marketing.
- ⇒ Utilized A/B testing and multivariate analysis to improve conversion rate of website.
- ⇒ Used a range of link analysis tools to track, monitor, evaluate and analyze existing site links and competitor profiles to inform, refine and develop link strategies across their sites.
- ⇒ Administered search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects.

- ⇒ Implemented initiatives to increase search engine traffic to websites through SEO techniques such as title and meta tagging, indexing, link building, keyword ranking and overall site architecture.

## **EDUCATION**

**BACHELOR OF ENGINEERING IN INFORMATION TECHNOLOGY,  
GTU(INDIA) - MAY 2015**

## **SKILLS**

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|-----------------------------------|-------------------------|
| ⇒ A/B Testing                     | ⇒ Web/Technical         |
| ⇒ Research, Planning and Strategy | ⇒ Influencer Marketing  |
| ⇒ Social Media Optimization       | ⇒ On Page Optimization  |
| ⇒ HTML and CSS                    | ⇒ Off Page Optimization |

## **CERTIFICATE**

- ⇒ Certified Scrum Master by Scrum Alliance.
  - ⇒ Advance Social Advertising Certification by Hootsuite.
  - ⇒ Certified Advanced Google Analytics by Google.
  - ⇒ Certified Content Marketing by Hubspot.
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