

Sayali Bodade

Designation: Sr. SEO Executive

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About Me:

I have completed my B.Sc. in Computer Science and MBA in Marketing from Pune University.

I have professional experience of 3 year 7 months in Digital Marketing (SEO) and MarketResearch.

Career Objective:

To become a successful professional in the field of **Digital Marketing** and to work in an innovative, competitive world, where my education will have valuable applications

Core technical skills:

- Keyword Research and Analysis
- Website Analysis
- Google Analytics and Google Tag Manager Basics
- Adobe Analytics Basics

Work Experience

Employer Name: Amura Marketing Technologies
Duration: 20 November 2017 to 7 October 2019
Designation: Sr. SEO Executive

Roles and Responsibilities:

- Develop and deliver comprehensive page-level and site-wide SEO recommendations for all clients.
- Monthly client meetings about the work progress and **strategy** discussion
- Reporting using **Google Analytics**, Data Studio, and Search Console (**Google Webmaster**)
- Create and present website **audits** for pitching to new clients
- Handling official YouTube channel and Facebook page of clients
- Increase overall Website Traffic, website redesign and migration
- Provide SEO support for all ongoing projects including new product launches, content suggestions, etc.
- Work closely with web development, marketing and client servicing team to drive implementations of SEO

Projects Handled at Amura Marketing Technologies:

1. Runwal Group 2. Oberoi Realty 3. Atomberg Technology 4. Pride Purple
5. Immuno boosters Cipla 6. Kenstar 7. Atlas Copco

Employer Name: GoMo Group Marketing Service Private Limited
Duration: 10 May 2016 to 20 July 2017
Designation: Jr. SEO Analyst

Roles and Responsibilities:

- Responsible for handling and managing SEO Activities for 9 Sweden based clients
- Perform Day-to-day on-page and off-page link building activities that includes Keyword Research and Mapping, Spam Link Analysis, Robots, Sitemap, 404 Error Redirection
- Link Building Strategy building and implementations along with Social Media Marketing, Article submission etc. Niche Directory Submissions, Business Profile Listings, Social Media Postings, Social Bookmarking etc.
- Work closely with Project managers and editorial team to drive SEO in content creation Responsible for maintaining SEO guidelines and integrity on each client website
- Responsible for handling YouTube accounts of Sweden based clients.

Employer Name: Paragyte Technologies Private Limited
Duration: 17 September 2014 to 26 March 2015
Designation: Marketing Research Executive

Roles and Responsibilities:

- Responsible for profiling companies across industries, on revenue, employee strength, vertical, Geography etc.
- Responsible for business development activities through market research and finding the potential customer based in US
- Generating new leads using Email Marketing
- IT product and services such as Open Source Language, Sales force development and CRM promotion on Social Media Platforms such as Facebook, LinkedIn and Twitter
- Secondary Research using **LinkedIn and Zoom info**

Skills

Tools Used:

Google Analytics, Google Search Console, Keyword Planner, **Ahref**, **SEM Rush**, Screaming frog, similar web, Moz Tool, **Data Studio**, RankWatch, Trello, Basecamp, ASANA, Microsoft CRM, Ihub, Google Adwords, **Google Tag Manager Basics**

IT Skills:

- **Certified with DBA fundamentals from “Microsoft Technology Associate (MTA)”**
- MS Word, MS Excel and HTML basics

Certification:

- Certified in **Digital Media Marketing** from L.I.P.S Institute Pune
- Certified with Digital Media Management from "SMART SCHOOL OF MEDIA
- Certification in Google Analytics and Google analytics for Power users

<u>Academic Qualification and Internship Program</u>	
<ul style="list-style-type: none"> ● Master's in business administration (Marketing) from Pune University, 2014 ● Bachelor of Computer Science from Pune University, 2012 ● Higher secondary Examination from Nasik board, 2009 ● Secondary school of Examination from Nasik Board, 2007 	
Internship:- Organization: Creative Machines and tools Title: Customer buying behavior of Existing Customer Duration: 2 months Description: Customer buying behavior suggest how individual, group and organization select, choose, buy and use and dispose of goods, service, ideas or experiences to satisfy this need and wants.	
<u>Awards Achievement and seminar attended</u>	
<ul style="list-style-type: none"> ● Received Quarterly award in "Excel Category" for implementing new strategy and in-depth SEO Audit ● Got an appreciation from client and managers for improving bounce rate of the website ● Received an appreciation from Client to improve overall traffic and ranking of keywords ● Marketing conclave of "Social Media" ● Participated in "DAMINI" sport Event for shot put. ● "Kushagra" Management Event Volunteered for Ad frenzy 	
<u>Personal Information</u>	
<u>Strength:</u> Team Player, Presentable, Internet savvy, Punctuality towards schedules	
<u>Personal Information:</u>	
Date of Birth:	2-12-1991
Languages:	English, Marathi and Hindi
Marital Status:	Married
Hobbies:	Cooking and Dancing, Fitness -Yoga, Aerobics

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

Signature