

PRINCE SUDHANSH DWIVEDI

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Seeking a challenging position in an organization where growth prospects are unlimited and excel in web promotion activities that demand the best of my professional abilities, and technical and analytical skills.

SUMMARY

I currently work in Bestoseo Solution as a Senior SEO & PPC Executive with a Total Experience of 3.6+ Years.

- ☐ Planned and developed comprehensive PPC strategies that aligned with business goals, ensuring effective use of the advertising budget.
- ☐ Monitoring, and optimizing campaigns in Google ads.
- ☐ Manage various PPC channels, including search ads, display ads, Call ads, and smart ads.
- ☐ Conduct thorough keyword research to target the right audience.
- ☐ Continuously manage bids and budgets to ensure cost efficiency while maximizing performance.
- ☐ Use Analytical Tool like Google Analytics and Heatmap Tools for analysis of different metrics.
- ☐ Run A/B tests for ad copy, landing pages, and keywords to improve click-through rates (CTR) and conversion rates.
- ☐ Managing SEO projects for various clients.
- ☐ Managing all aspects of On-page SEO, off-page SEO, and technical SEO.
- ☐ Preparing the audit report of the website.
- ☐ Managing and submitting SEO monthly reports to clients.
- ☐ Handle client interaction and solve queries.
- ☐ Provide SEO analysis and recommendations for achieving the SEO goals.

PROFESSIONAL EXPERIENCE

Bestoseo Solutions as a Senior SEO & PPC Executive.

From Aug 2022 to Till Date.

Planned and developed comprehensive PPC strategies that aligned with business goals, ensuring effective use of the advertising budget.

Monitoring, and optimizing campaigns in Google ads.

Manage various PPC channels, including search, display, remarketing, and video ads.

Conduct thorough keyword research to target the right audience.

Managing SEO Projects for Various Clients.

Kaizen Infotech Solutions Pvt. Ltd as a Digital Marketing Executive

From Dec 2020 to Jul 2022

Perform Keyword Research.

On-page SEO, Off-Page SEO.

Social Media Management.

Analysis of Website Traffic on Different SEO Tools like Google Search Console, and Google Analytics.

WEB SKILLS

- Operating Systems: Windows XP, Windows 7. Windows 10.
- Microsoft Office: Proficient in Microsoft Office (Excel, Word, PowerPoint)
- Other Tools: Canva, Woo rank. Ahrefs, SEMrush, Ubersuggest
- Use of Chat GPT, Bard,

QUALIFICATION

B.Com from R.J. Thakur Degree College, Mumbai University.

H.SC from Gyanodaya Vidya Mandir, Mumbai University.

S.S.C from Shree Vibhuti Prakasha Nanadji Vidyalyaya, Mumbai University

PERSONAL DETAILS

Sex: Male.

Marital status: Single.

Nationality: Indian.

Hobbies: Movies, Reading Blogs, Traveling, Listening: Music