



Sarfraj Lakdawala



Bharuch, India



9033494918



04/05/1987



Married



Indian



[View my Profile](#)

Dedicated SEO Professional who can conduct efficient & accurate research and SEO strategy implementation. Excellent analytical, organizational and decision-making abilities and provide leadership and vision which drives teams to meet goals.

Professional Experience

01/2014 – present
Vadodara, India

Head of Digital Marketing

Upnexo Technologies Pvt. Ltd.

- Built website in WordPress
- Created Site's better UI to improve websites growth
- Built and implemented effective SEO strategies
- Improved website speed using of GTmetrix
- Managing & Reviewing Google Search Console and Analytics reports Ensure timely delivery of all reporting
- Solved technical errors
- Competitors Analysis
- A/B Testing
- Content Marketing
- Managed Social Media Optimization
- Created AMP pages
- Managed link building campaign
- Created campaign in Google Adwords and managed ads
- Created campaign in Facebook adverts and managed ads

We had stopped the optimization of this site from Jan. 2016 and changed our focuses to grow our rest of the internal projects that I have described in the Projects section.

08/2012 – 12/2013
Padra, Vadodara, India

SEO Executive
Swiss Pack Pvt. Ltd

I had optimized the Packaging & Bottle labels websites in this company from the scratch.

- Increased Search Engine traffic
- Performed keyword research and improved keywords ranking
- Built, implemented and updated effective SEO strategies
- Manage On-page, Off-page and Technical SEO
- Increased traffic and leads using Pinterest
- Collaborated with my team to investigate critical SEO-related issues and provided impact solutions

03/2012 – 06/2012
Vadodara, India

Part Time Jr. PHP Developer
Virtual Solution Pvt. Ltd

- Worked on Client site (copy of the site <http://www.easygetjob.6te.net/>)
- Knowledge of CSS and HTML

05/2011 – 02/2012
Vadodara, India

Jr. SEO Executive
Black ID Solutions Pvt. Ltd

- Directory submission
- Article submission
- Social bookmarking
- Whole Off-page optimization

Projects

11/2015 – present

HostingPill.com

- Identified issues, analyzed information and provide solutions to problems.
- Built this site in WordPress
- Manage a team of content writers and developers
- Increased organic traffic by from 0 to number 38,000 per month
- Manage on-site and off-site SEO
- Manage WordPress related issues
- Research and implement content recommendations for organic SEO success
- Develop and implement link building strategy
- Recommend changes for website architecture, content, internal linking and other factors to improve SEO positions for target keywords
- Developed Hub & Spoke internal linking strategies
- Managed paid digital marketing campaigns across AdWords, Facebook, Quora and Reddit
- Manage Social media marketing
- Developed title tag, and description to improve CTR
- Reviewing and analyzing competitors sites to incorporate best practice and creating a marketing strategy
- Managing Technical SEO using Ahrefs site audit & Search console issues
- Tracking links click using Google tag manager
- Improvement in Content design
- Content Marketing
- Manage experiments
- Web Stories Knowledge for implementing
- Performs other duties as assigned

01/2017 – present

ReviewRoller.com

- Build and implement effective SEO strategies
- Coordinate with the web designer and developers to create site's better UI to improve websites growth
- Keywords/Topics research
- Managing content writers
- Monthly reporting of website organic traffic, ranking and goals

08/2015 – present

Splitscreenapp.com

- Planning SEO/SEM, social media and Content Strategy
- Outreach to Youtubers for App promotion (it worked)
- Outreach to bloggers for app placement in their posts (it worked)
- A/B testing of landing pages using Google optimize
- Managed Facebook ads

01/2014 – 03/2014

Island Swimwear Australia

- Managed client site Local SEO
- Managed Social media marketing

This client was bound with us for only 3 months.

Education

04/2010
Pune, India

Master in Computer Management
Pune University

04/2008
India

B. Com.
Gujarat University

Skills

- | | | |
|---|---|----------------------------|
| • Team management | • HTML | • Content Marketing |
| • Able to manage and implement Social Media campaigns | • Analytical and Problem-Solving skills | • Email Marketing |
| • Google Analytics, Google AdWords, Search console | • Conversion optimization | • WordPress/Javascript/CSS |
| • Google Tag Manager, Google Optimize | • Facebook ads | • Schema |

Languages

- Hindi, English, Gujarati

Strength:

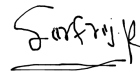
- I can work sincerely, with strong leadership, honestly & with the patient.
- I always try to learn lots of different things from my seniors
- I can adapt the new environment for my development fast.
- I am confident, creative with my work.

Address

32, Moral Highland 2, Near Muslim Society,
Bharuch- 392001, Gujarat,
India

Declaration

I hereby declare that all the statements given above are correct and true on behalf of my knowledge. If a chance is given to me, I am sure that I will do my best towards my work and conduct.



Thank You

Sarfraj Lakdawala
Bharuch, Gujarat,
India