



AJAY CHUDASAMA

GET IN CONTACT

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PERSONAL PROFILE

SEASONED DIGITAL MARKETER WITH 3+ YEARS OF EXPERIENCE BUILDING AND IMPLEMENTING STRATEGIES FOCUSED ON SEO, EMAIL MARKETING, AND ANALYTICS LARGELY FOR MEDIUM TO LARGE SIZED ECOMMERCE SITES.

AREAS OF EXPERTISE

- HANDS-ON SEO EXPERIENCE
- MICROSOFT OFFICE.
- EMAIL MARKETING TOOLS LIKE MAILCHIMP/SALESHANDY EXPERIENCE
- WORKING KNOWLEDGE OF FACEBOOK & GOOGLE ADS.
- Written and Spoken PROFICIENCY: ENGLISH, HINDI & GUJRATI

OTHER SKILLS

- THE ABILITY TO ANALYZE COMPLEX TECHNICAL INFORMATION
- CAN ANALYZE, DESIGN AND IMPLEMENT DATABASE STRUCTURES
- DETAIL ORIENTED
- EXCELLENT PROBLEM SOLVER
- DATA ANALYSIS
- SEMRUSH
- GOOGLE TAG MANAGER
- GOOGLE ANALYTICS
- AHREFS

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST [FREELANCE] BLACKFROG TECHNOLOGIES 12/2020 - 05/2021

- DEVELOPED MULTI-PLATFORM ADVERTISING CAMPAIGN FOR RETAIL CLIENT.
- EXECUTED DIGITAL STRATEGY FOR ACCOUNT, WHILE ALSO OUTPERFORMING COMPETITION IN ALL ENGAGEMENT METRICS.
- COLLABORATE WITH MARKETING STAFF IN THE DEVELOPMENT AND PRODUCTION OF VISUAL CONTENT.
- COORDINATE LIVE-STREAMING EVENTS' SOCIAL MEDIA INTERACTION AND BROADCAST. ASSIST WITH CREATING POST-PRODUCTION CONTENT FOR FURTHER USE ACROSS MEDIA CHANNELS.
- CREATE CONTENT FOR EMAIL MARKETING CAMPAIGNS.
- IDENTIFY SOCIAL MEDIA OPPORTUNITIES AND DEVELOP AN ACTIONABLE PLAN FOR EXECUTION.
- RECOMMEND AND DEVELOP STRATEGIES FOR GROWING AND LEVERAGING OUR SOCIAL MEDIA FOLLOWER BASE USING PROMOTIONS, CONTESTS, POLLS, ADS, SURVEYS AND REFERRAL PROGRAMS.

DIGITAL MARKETING SPECIALIST [FREELANCE] JETKING 06/2019 - 11/2020

- IMPLEMENTED FIRST SEO-DRIVEN ORGANIC STRATEGY WHICH BOOSTED SITE VISITS BY 87% IN 8 MONTHS WHILE INCREASING TOTAL SALES BY 45%.
- LED A 6 PERSON TEAM TO WRITE 10 ARTICLES A WEEK AND OBTAIN AN AVERAGE OF 8 QUALITY BACKLINKS PER WEEK.
- CREATED AN EMAIL MARKETING STRATEGY WHICH INCREASED THE FOOTFALL FROM 20% TO 35%

MARKETING INTERN - 11/2018 TO 02/2019 LAQSHYA MEDIA PVT LTD, MUMBAI.

- HANDING OPERATIONS.
- TEAM MANAGEMENT.
- DATA ANALYSIS, PUBLICATION MARKETING, AND WEB-BASED ADVERTISING

JR. ACCOUNTANT - 02/2016 TO 08/2017
AJMIT TAX CONSULTANCY, MUMBAI.

- ACCOUNTING FOR BUSINESSES.
 - TEAM MEMBER IN INTERNAL AUDIT OF THE COMPANY.
 - FILING GST AND INCOME TAX RETURNS.
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PROFESSIONAL QUALIFICATION

MALINI KISHOR SANGHVI COLLEGE OF COMMERCE AND ECONOMICS
(RITAMBHARA)[MUMBAI UNIVERSITY] [2020]

- BACHELORS OF COMMERCE(BANKING & INSURANCE) GRADUATE
[CGPA-5.7]

MALINI KISHOR SANGHVI COLLEGE OF COMMERCE AND ECONOMICS
(RITAMBHARA)[MAHARASHTRA BOARD] [2016]

- CLASS XII [56.62%]

MMM HIGH SCHOOL [MAHARASHTRA BOARD] [2014]

- CLASS X [70.00%]
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CERTIFICATION


PC OPERATION (CERTIFICATE): ALL INDIA COUNCIL FOR
PROFESSIONAL TRAINING & RESEARCH PVT. LTD.

ACHIEVEMENTS AND OTHER ACTIVITIES

- VICE CAPTAIN OF COLLEGE CRICKET TEAM - WON INTER COLLEGIATE COMPETITION.
- PARTICIPATED & WON INTER SCHOOL QUIZ COMPETITION

OTHER

- RECEIVED PERFECT ATTENDANCE AWARD.
- REPRESENTED COLLEGE IN STATE LEVEL ESSAY WRITING COMPETITION ORGANISED BY STATE GOVERNMENT.



AJAY A CHUDASAMA
PLACE: MUMBAI
DATE: