



## Curriculum\_Vitae

**Name:** Jayswal Biren Hitendrakumar

**Address:** 80 Vaijnath Nagar Society Panchvati Area Kalol – 382721

**E-Mail Id:** jayswalbiren@gmail.com

**Contact No.:** 7405743365

---

### Digital Marketing Skills:

Knowledge Of SEO including ON Page Optimization, OFF Page Optimization,

Search Engine Marketing, Display Advertising, Analytic & Social Media Marketing

### Knowledge in SEO: -

SEO Audit

Keyword Research

Implementing On-Page-Optimization

Competitor Analysis

Implementing Off-Page-Optimization

## **Hands On Experience on Various Online Tools Such as:**

### **Knowledge in SEO Tools: -**

Google Search Console

Google Keyword Planner

Google Analytics

Ahrefs

SEMrush

Screaming Frog

Moz

Ubersuggest

Woorank

Internet Marketing Ninza (Check for Keyword Density)

### **Website Speed Check Tools: -**

Page Speed Insights

GTMetrix

Pingdom

Small SEO Tools

### **SEO On Page Skill**

- (1)** 40 Audit Points of On Page Optimization.
- (2)** Manage and Maintain Keyword Lists
- (3)** Page Title, Meta Tags, Description, URL
- (4)** ALT Tag on Images
- (5)** 7 Steps of Keyword Research
- (6)** Including Keyword Rankings
- (7)** On-page Content Optimization,

**(8)** Google Search Console Integration with Website

**(9)** Google Analytics Integration with Website

**(10)** Hotjar Integration with Website

**SEO Off Page Skill: -**

Develop and Implement Link Building and Submission Sites and Competitor Analysis Strategy.

- Image Sharing
- Classifieds Sites
- Local Listing
- Social Media Sites
- Document Sharing Sites
- Video Sharing Sites
- Infographics Sites
- URL Shortener Websites
- SEO Tool Audit Websites
- Social Bookmarking
- Guest Posting
- Blog Commenting Websites
- Article Submission
- Q & A Portal Websites

**Educational Qualifications:**

- Completed “MCA” from “VJKM Institute Kalol” With “69%” in 2014
- Completed “BCA” from “VJKM Institute Kalol” With “62%” in 2010
- H.S.C. with “68%” from, “Prakash Vidyalaya”, Kalol in 2007
- S.S.C with 57% marks “Vakhariya School”, Kalol in 2005

**Strength:**

- Hard working and ready to dedicate myself at extremes to attain personal and organizational goals.
- Easily to adapt myself in all conditions.
- A good communicator and listener.
- Good relationship maintaining ability.

## **Work Experience:**

I have 1.10 Year Experience in Software Support Executive  
In **SKY Productivity Pvt Ltd.**

I Have 2 Years of Experience in Application Engineer  
I'm currently doing a job in **Renovision Automation Services Pvt Ltd**

I have 1.4 -year Experience in Digital Marketing Executive  
In **JBS Group of Companies**

I have 6 Month Experience in Digital Marketing Executive  
In **Vedic Apparels Pvt Ltd**

Currently I am working as a Digital Marketing Executive in  
**Camex Wellness limited**

## **Role and Responsibility in Sky Productivity Pvt Ltd**

- Ability to handle Client Queries.
- Ability to improve Quality of product developed by a company.
- Skills to manage resources according to requirement of the project.
- Requirement Gathering by taking Business calls to clients.
- Identifying, analyzing defects.
- Talking clients through a series of actions, either face-to-face or over the telephone, to help set up systems or resolve issues;
- Working continuously on a task until completion.
- Following standard procedures for proper escalation of unresolved issues to the appropriate internal teams

### **Role and Responsibility in Renovision Automation Services Pvt Ltd**

- Responsible for providing handholding support to end user in accessing the application related to department.
- Responsible for guiding users and providing functional support for known issues.
- Coordinating between Client's SPOCs and application team.
- Analyze the gap between application and user's expectations and assist users identifying the problems and in raising complaints with the proper authority.
- Following standard procedures for proper escalation of unresolved issues to the appropriate internal team.
- To attend knowledge, transfer sessions with testing and development team.

### **Role and Responsibility in JBS Group of companies**

- Digital marketing Promotion Just like Facebook, Twitter, LinkedIn.
- Off Page SEO, On Page SEO, Google Display add, Google Search add, for our Company.
- Research and analyze competitor advertising links
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Develop and implement link building strategy.
- Optimize copy and landing pages for search engine marketing
- Manage our company website from backend
- Develop and manage digital marketing campaigns.
- Work on SEO of the website pages.
- Optimize content for the website and social networking Facebook, Twitter, Instagram
- Track the website traffic flow and provide internal reports regularly
- Promote company's product and services in the digital space.
- Creating and executing email-based marketing campaigns.
- Promote the brand's products and services on various social media channels.
- Build social media marketing strategy and execute it through competitive and audience

### **Role and Responsibility in Vedic Fashion Pvt Ltd**

- Optimize content for the website and social networking Facebook, Instagram
- Digital marketing Promotion Just like Facebook, Instagram.
- Develop and manage digital marketing campaigns.
- Promote the brand's products and services on various social media channels.
- Build social media marketing strategy and execute it through competitive and audience
- Creates marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Planning and monitoring the ongoing company presence on social media. Facebook and Instagram
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Conducting on-page and off-page analysis of your clients' SEO competitors.

### **Role and Responsibility in Camex Wellness Ltd**

- Optimize content for the website and social networking Facebook, Instagram
- Digital marketing Promotion Just like Facebook, Twitter, LinkedIn.
- Off Page SEO, On Page SEO, Google Display add, Google Search add, for our Company.
- Research and analyze competitor advertising links
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Develop and implement link building strategy.
- Digital marketing Promotion Just like Facebook, Instagram.
- Develop and manage digital marketing campaigns.
- Promote the brand's products and services on various social media channels.
- Build social media marketing strategy and execute it through competitive and audience
- Creates marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Planning and monitoring the ongoing company presence on social media. Facebook and Instagram

### **Personal Details:**

**Date of Birth:** 25-05-1990

**Languages known:** Gujarati, Hindi, English

**Hobbies:** Music, Travelling, Sports, Net surfing.

**Declaration:**

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.

Biren Jayswal.