

CURRICULUM VITAE

CHIRAG P. SHRIMALI

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CAREER OBJECTIVE:

To become a successful professional in the field of Digital Marketing and to work in an innovative and competitive world. To work in a firm which gives equal opportunities to expand my knowledge and develop my skills.

ACADEMIC RECORD:

Sr. No.	Qualification	School/University	University/Board	Score/Percentage		Year of Passing
01	B. E. (Information Technology)	Shree C. U. Shah College of Engineering & Technology	Gujarat Technological University	CPI	7.28	2015
				CGPA	7.45	
02	H.S.C	Shree Saraswati Vidyalaya, Limbdi	G.S.E.B.	68.16%		2011
03	S.S.C	Sir J. High School, Limbdi	G.S.E.B.	76.31%		2009

TECHNICAL SKILLS:

- **Programming Languages:** C, C++, Java, ASP.NET
- **Operating Systems:** Windows, Mac
- **Web Technologies:** ASP.NET, HTML, CSS, JavaScript
- **Others:** Microsoft Office.
- **SEO Skills:** Google Analytics, Google Search Console, Google My Business, FB Ads Manager, ahref, SEMRush

EXPERIENCE:

- Worked as Manager at Arihant Sales, Surendranagar from April-2016 to March-2018
- Worked as Senior SEO Executive at iGrowth Media, Ahmedabad from 11th Feb 2019 to 29th March 2021.

ROLES & RESPONSIBILITIES:

- Managing online presence of multiple projects with different niches of business, clients are from USA, UK, UAE and India.
- Managing everything on various B2B & B2C E-Commerce portals like Amazon, Flipkart, Snapdeal, 1mg, HealthMug, Pharmeasy, IndiaMart, Alibaba, TradeIndia, etc.
- Basic knowledge of PPC.
- SEO perspective keyword research based on business niche.
- Co-ordinating with clients and solving their issues.
- Preparing strategies based on the Google Analytics & Google Search Console.
- Overall management of social media accounts & Google My Business accounts.
- Finding & assigning related/trending concepts to designers for social media posts.
- Handling a team, assigning tasks, and getting things done on time.
- Website testing for content, technical things and various aspects of SEO.

PERSONAL INFORMATION:

Name	Chirag Pravinbhai Shrimali
Address	Kadiya Temple Road, Chorapa, Limbdi-363421.
Date of Birth	28 th July, 1994
Marital Status	Single
Gender	Male
Religion	Hindu
Hobbies	Singing, Travelling, Internet Surfing

PROFESSIONAL SKILLS:

- Possess excellent communication skills, both verbal and written.
- Goal-oriented and ability to handle multiple tasks.
- Possess strong analytical skills and performs tasks in given time.
- Efficient team building & motivational attitude.
- Adaptability: Eager to learn new technology any time
- Virtual & independent working capabilities
- High Concentration

EXTRA CO-CURRICULAR ACTIVITIES:

SEMINAR/ WORKSHOP/LECTURES:

- 1) Attended workshop on Phonegap at C.U. Shah College of Engineering & Technology.
- 2) Attended workshop on **ASP.NET** at Nirma University, Ahmedabad.
- 3) Attended a seminar on PPC organized by Amazon at Ahmedabad.

DECLARATION:

I hereby, declare that all the details given are true to the best of my knowledge and belief.

Yours Faithfully
(Chirag P. Shrimali)