

# JAY POLA

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Vadodara-390025.

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## CAREER OBJECTIVE

To continuously enhance my knowledge, skills and experience by getting involved in challenging work environment and utilize them for personal and organizational growth to the best of my ability.

## ACADEMIC QUALIFICATIONS

EXAM / DEGREE	YEAR	NAME OF INSTITUTE	UNIVERSITY / BOARD	PERCENTAGE
BE	2016	Vadodara Institute Of Engineering	GTU	6.35 CGPA
Diploma	2013	Parul Polytechnic Institute	GTU	6.15 CGPA
SSC	2009	Dr.N.G.Shah high school	GSEB	68.77%

## Career Exposure

Dec 2016 to May 2017 (6 Months)  
Appointed as: SEO Trainee  
H Cube Web Solutions  
Nizampura, Vadodara

July 2017 – June 2018 (11 Months)  
Appointed as: SEO Executive  
Consumer Sketch Information Pvt Ltd  
Akshar chowk, Vadodara

June 2018 – October 2020 (2.4 Years)  
Appointed as: SEO Specialist  
Stemmons Business Services Pvt Ltd  
Alembic Premise, Vadodara

## **Responsibilities:**

- Managed search engine audit documents on client websites and make recommendations
  - Conducted keyword research based highly relevant and trafficked keywords
  - Write end of month progress reports. Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions
  - Undertake market and competitor research and analysis
  - Keep up to date with current SEO technologies and tools
  - Keep up-to-date with search engine technology, SEO methods and news by participating in forums, reading blogs and white papers and attending industry events
  - Have experience of managing PPC, SMO, and Email marketing
  - I can plan and execute the strategy via different digital platforms like Facebook, LinkedIn, Twitter, Pinterest, Apsense, MySpace, Plurk, Tumblr and more...
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**Technical Skills**

**On Page SEO**

Keyword Research, Content Optimization, Meta Tag Optimization (Title and Description), Duplicate Content Check, Competition Analysis, Broken Link Check, Create Sitemap, Google Analytic Setup, Page Speed Analysis

**Off Page SEO**

Search Engines Submission, Guest Post Submission, Local Search Engines Submission (Google Local, Yahoo Local Etc.), Social Bookmarking, Business Directory Submission, Blog Submission/Blog Posting

**Knowledge of Tools:**

Google Analytical Tool  
Google Webmaster Tool  
Google AdWords Keyword Planner  
SEM Rush  
Open Site Explorer  
Google AdWords (PPC)

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**PERSONAL PROFILE**

Nationality : Indian  
Gender : Male  
Date of Birth: 16th December 1993  
Language  
Known : English, Gujarati, Hindi  
Hobbies : Playing Cricket, listening music and Surfing internet

**Declaration:**

I hereby declare that above information is correct to the best of my knowledge and belief.

**JAY M. POLA**