#### CURRICULUM VITAE



**NAME:**

Nilay M. Vyas

**ADDRESS:**

26, Achleswar Society, Balvatika Road, Maninagar, Ahmedabad - 380008

**PERSONAL DATA:**

Date of Birth: 15THDEC 1982

Sex: Male

Nationality: Indian

Marital Status: Married

**EMAIL-ID:**

nilvyas1982@gmail.com

MO\_NO: 9979093001

**CAREER OBJECTIVE:**

Seeking new technology challenges, which effectively utilize my knowledge and provide opportunities for overall enhancement and career growth.

**TECHNICAL EXPERTISE:**

* Google Analytics Certified (2018)
* SEO On & Off Page Optimization
* Key Research Analysis & Content Optimization
* Digital Marketing
* PPC (Google Adwords)
* SMO & **Paid** Social Media Advertising
* Weekly and Monthly SEO report for Client
* Mobile App Marketing
* E-commerce platform admin support

**EDUCATION AND QUALIFICATIONS:**

|  |  |  |  |
| --- | --- | --- | --- |
| **DEGREE/CLASS** | **UNIVERSITY** | **CLASS** | **YEAR OF PASSING** |
| B.com | Gujarat University | Second | 2003 |
| Diploma in Journalism | Gujarat University | Second | 2004 |

**SEO EXPERIANCE:**

I have done SEO training from **Infotrex Service Pvt. Ltd** and total 7+ years’ work experiences.

Current Working: (www.navines.com)

**Designation:** Digital Marketing Manager

**Duration:** 10 – Sept 2019 to April - 2020

My job responsibility is lead generation with Digital Marketing and paid promotion activities. Creating plan and implement the overall digital marketing strategy. Build an inbound marketing plan and monitoring ROI.

Past Experience: 1 The Pioneer Tech (www.thepioneertech.com)

**Designation:** Sr. Digital Marketing Executive

**Duration:** 5th February, 2018 to 2019 August

My job responsibility is conducting on-site and off-site analysis of web SEO competition. Lead generation with SEO, SMO, FB Boost Promotion, Whatsapp Marketing, Email Marketing, Content Marketing and Digital Marketing activities.

Past Experience: 2 Years - Instill Design Pvt. Ltd. ([www.labno4.com](http://www.labno4.com))

**Designation:** SEO TL

**Duration:** 1st April, 2015 to 31st January 2018

My job responsibility is SEO, SMO, Google Adwords and Digital Marketing. Using Google Analytics to conduct performance reports regularly. Done online marketing for e-commerce site and admin support for Amazon, Snapdeal & Ebay.

Past Experience: 2 Years - Regal Envision ([www.regalenvision.com](http://www.regalenvision.com))

**Designation:** SEO TL

**Duration:** Des - 2013 to March - 2015

My job responsibility is SEO TL for New Zealand based website project.

* On Page Optimization
* Keyword Suggestion for Client
* SEO Report for Client
* Project Headlining
* Create work strategy for Off page Optimization

Past Experience: 2 YEAR (www.weblindia.com)

**Employer**: **Hypernet Solutions Pvt. Ltd.**

**Designation:** SEO Professional

**Duration:** Feb - 2011 to Oct – 2013

My job responsibility is doing off-page activity.

**Personal Information:**

|  |  |
| --- | --- |
| Father Name | Manharbhai Vyas |
| Date of Birth | 15 Dec 1982 |
| Gender | Male |
| Marital Status | Married |
| Nationality | Indian |
| Language Known | Hindi, English |

**With Regards**:

[Nilay M. Vyas]