**Jignesh Maheshbhai Thanki**

**Address:**

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Gujarat

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Email: [jigsthanki1987@gmail.com](mailto:jigsthanki1987@gmail.com)

Date of Birth: 25th March 1987

Marital Status - Married

Blood group: “O” - Negative

Twitter: [https://www.twitter.com/jigsthanki1987](http://www.twitter.com/jigsthanki1987)

Linkedin: <https://www.linkedin.com/in/jigneshthanki1987/>

Wordpress: <https://jigsthanki1987.wordpress.com/>

**Summary:**

Results-driven SEO Executive with 7+ years experience. Improved organic search rankings for high-competition keywords for In-house projects and clients projects. Boost the organic traffic with SEO technical knowledge.

**Personal Traits:**

Hard-working, Reliable (exceptional attendance and punctuality), technologically savvy and quick to learn new skills.

**Skills:**

Platforms and tools : Hootsuite, Canva, Bit.ly

**SEO Skills**: On-Page/ Off-Page SEO, Link building, Keyword Research, Google Analytics, Internet marketing, Google Search Console, HTML, Photoshop

Member of Social Media team: #DevFestAhm (GDG Ahmedabad - Google Developers Group)

**Education:**

**Bachelor of Commerce: [YEAR - March 2010]**

Grade: 2nd Class

(From - Saurashtra University)

**Work Experience:**

* Sr. SEO/ Social Media Executive @ iQlance Solutions, Ahmedabad. ([www.iqlance.com](https://www.iqlance.com))

(November 2019- PRESENT)

- Working on In-House project (Company’s website - SEO & Social Media)

* Sr. SEO/ Social Media Executive @ Let's Nurture, Ahmedabad. ([www.letsnurture.com](http://www.letsnurture.com/))

(September 2011- November 2019)

- Handling In-House Projects (company website, apps)

- Let’s Nurture Brand Promotion/ In-House Projects - BloodMonk, KarConnect, etc.

- 50+ clients SEO projects and Reporting on Monthly basis on time.

- SEO Training to Freshers

**Projects:**

* Clients SEO projects ( 60+ Websites)
* In-house SEO (Company Website)
* CEPT University (Social Media Accounts)
* All India Police Science Congress (Government Project) – Social Media
* Gujarat Food India (CII-Government Event)
* In-House Projects (Off-Page SEO/Social Media/App promotion)
* In-House Apps (App of the day + Showcase on different platforms)

**Responsibilities:**

* Keep an eye on the SEO techniques and keywords using by competitors.
* Develop Social Media Marketing Strategies and Implement it
* Keep up-to-date with constantly changing technological and social media trends
* Conducting on-site and off-site analysis of website SEO competition.
* Using Google Analytic / Google Search Console to conduct performance reports regularly.
* Keeping up-to-date with Latest SEO Updates/Trends
* Competitor analysis with keywords research
* Converting visitors through strong calls-to-action (CTA).
* Maintaining powerful SEO content websites, blogs, and social media accounts.
* Enriching websites and online content with powerful keywords.
* Lead Generation

**Achievements:**

* 7+ Years work Experience
* 30+ SEO Audits for projects
* Created and promoted 60+ client websites & In-House Projects
* Increased organic web and mobile traffic to 70% world-wide
* Lead generate and collect products relate data country wise for Sales Team
* Successfully spearhead social media campaigns on various platforms channels
* Expert in Marketing Analytic and social media management.

**Master in SEO On-Page Activities:**

**Technical Skills:**

- knowledge of Google tools - Google Analytics and Google Search Console, also stay updated about the latest SEO trends.

- Give the importance of the ever-changing search engine algorithms.

- H1, Meta tags, Meta Title, Meta Description, XML sitemaps, robots.txt, and the ability to solve crawl issues.

**Non-technical Skills:**

- Data Analysis, Keyword Research, Writing Title/ Description as per content

- Using the required strategies anytime for SEO projects without losing momentum

**Master in SEO Off-Page Activities:**

- Business Listing

- Forum Profile Submission

- Blog Posting ( Post on Medium/ WordPress/ Blogger)

- Review Submission (3rd Party Review Submission)

- Video Submission (YouTube, Vimeo)

- Classified Submission

- Question & Answer ( Quora)

- Social Media Blog Sharing (Post on the Linkedin/ Facebook Group)

- Social Bookmarking Submission (Tumblr/ Plurk/ Mix/ Reddit/ Ello)

- PPT/PDF Submission (Slideshare/ issuu/ slideserve)

- Lead Generation

**Using the Best SEO Tools for Projects:**

* Ahrefs
* Google Search Console
* SEMRush
* KWFinder
* MOZ
* UberSuggest
* Woorank
* Google Trends
* Siteliner
* Keywords Everywhere
* Keyword Rank Checker

**Other Technical Proficiencies:**

Design Script: HTML, CSS, Java Script

Firefox Add-ons: SEO Quake, Firebug, Inform-enter, Auto fill Forms, Web Rank Tool bar, etc.

**Experience:**

I have 7+ years of working experience in the field of SEO (Off-Page optimization | Link Building) + SMO (Social Media Optimization).

**Declaration:**

I hereby do solemnly inform that the details furnished above are true to the best of my knowledge.

**Jignesh Thanki**