**JAYDEEP DAVE**

**---------------------------------------------------------------------------------------------------------------------------**

M-501, Swareet Apartment, Sonal Cinema Road, Vejalpur, Ahmedabad - 380051

Phone: +91 972 693 6898

Email: jaydeepdave2004@gmail.com

**---------------------------------------------------------------------------------------------------------------------------**

**SUMMARY**

Digital Marketing specialist with expertise in marketing channel integrating, site optimization, research, performance monitoring and analysis. Aptitude for increasing customer visibility and traffic, meeting client needs, and soliciting new business via effective networking and referrals. Apart from contributing to the processes and strategies which enhance any projects I am working on; I feel that my greatest strengths are firstly my ability to deliver projects to agreed timescales. Secondly my skill at gaining a clear understanding of a client’s exact needs, and thirdly being able to coordinate and lead all project team resources whilst at the same time building strong working relationship with other project managers.

**------------------------------------------------------------------------------------------------------------------------------**

**HIGHLIGHTS**

Google AdWords Taboola & Outbrain Content Marketing

Google Shopping Perfect Audience

Bing AdCenter Performance Monitoring

Youtube Marketing Strategy Development

Facebook Ad Objectives Strong Interpersonal Skills

LinkedIn Insights SEO Analysis

Social Media Marketing Conversion Optimization

Project Management Conversion Forecasting

Agile Methodology Google Tag Manager

Certified Scrum Master Tealium

**------------------------------------------------------------------------------------------------------------------------------**

**EXPERIENCE**

**Omniism Technologies Pvt Ltd.**

**(Integrated Systems Management Inc., (ISM))**

**Senior Marketing Executive** **March 2020 to Pursuing**

* Create and manage journeys and workflows for email marketing campaign through GreenRope CRM and Create and Manage sequences through Apollo.io
* Create and manage LinkedIn ads for targeting healthcare audiences in USA.
* Optimization the campaigns to generate ROAS.
* Develop new marketing strategies according traffic and leads.
* Conversion optimization
* As a scrum master create and manage task for marketing team through Microsoft TFS.

**------------------------------------------------------------------------------------------------------------------------------**

**Appitsimple Infotek Pvt Ltd.**

**Paid Marketing Manager (Contract based) Jan 2020 to Feb 2020**

* My role to explore new marketing channels for softwaresuggest and callhippo virtual phone system products.
* Optimization the campaigns to generate ROAS.
* Develop new marketing strategies according traffic and leads.
* Conversion optimization and tracking systems development to accurate traffic and conversion data generate.
* Forecast report generate based on the lesson learned data to get revenue prediction.

**------------------------------------------------------------------------------------------------------------------------------**

**Neffla Technologies Ltd. (Israel)**

**PPC Manager (contract Based) July 2019 to Nov 2019**

* Creating and managing campaigns for ecommerce products to the various marketing channels like facebook, instagram, Google shopping, Facebook Store and catalog ads, Taboola, outbrain, and so on.
* Conversion optimization for each channel to get products sale data and products view data. Moreover, understanding user behavior and accordingly create tracking of flow website navigation to get more conversions by google analytics and adobe analytics
* Content marketing through for google ad sense via content marketing channels such as taboola, outbrain, perfect audience, zemanta, and facebook.
* Wordpress, Magento, shopify website optimization for conversion as well as for google algorithm.
* Data analytics for ROI, visitors and forecast for future budget and conversion
* Basic skill for Tableau to generate data with integration of Google analytics and adobe analytics
* Hands on experience on Google tag manager and tealium for manage all tracking and marketing code and optimization.
* Manage in-house team remotely.

**------------------------------------------------------------------------------------------------------------------------------**

**LendingTree Inc.**

**Team Leader SEO / SEM Feb 2015 to May 2019**

* Create, manage, optimize, and analyze campaigns within Paid search like Google, Yahoo, Bing, Taboola, Outbrain, Perfect Audience, Facebook & Instagram, Twitter, LinkedIn, and MSN.
* Monitor big budget online campaigns across the all platforms on regular basis and recommendations to improve key performance metrics and drive revenue according to account goals using various analytics tools such as Google Analytics and Adobe Analytics
* Communicate with LedingTree’s higher authorities to USA on regular basis to review performance and suggest online marketing strategies and testing opportunities that improve conversion rates and efficiencies metric.
* Keep current on the latest trends in the paid search, display, ad technology and social media marketing channels and across the financial marketing industry in USA.
* Coordinate internal resources and third parties for the flawless execution of projects
* Measure project performance using appropriate systems, tools and techniques
* Drive A/B and multivariate testing programs to continually improve ad and channel performance using tools Adobe target, Google Experiments, VWO, and Optimizely
* Test new marketing channels and ad products. Own the process from tracking and technical integration to trafficking campaigns, optimizing, and determining whether to run ongoing
* Plan, design, and execute marketing campaigns for major company initiatives
* Partner with analytics to improve reporting capabilities / marketing dashboards and develop understanding of related metrics (Lesson Learned Documents, forecast report, ROI analysis, adverting, traffic audience analysis)
* I have helped big clients expand their business through my deep analytical skills and with the use of SEO paid tools like SEMRush, SEO PowerSuite, Alexa, Ahrefs, SEO SiteCheckup and many more.

**------------------------------------------------------------------------------------------------------------------------------**

**Aegis Software**

**Senior Search Engine Optimization Dec 2013 to Jan 2015**

* Responsible for analytics reporting, on-page optimization of marketing websites, PPC, social media and local search
* Integrated online marketing and social media with designed and evaluated A/B test for landing page optimization
* Developed analytics dashboards and presentations for management and technology teams
* Performed regular reviews of all marketing websites, identifying 404 and 500 errors, duplicate titles and content, scraping and broken links, and arranging corrective measures
* Managed PPC budget; oversaw new PPC campaign that decreased PPC cost-per-lead for one business unit by 30%
* Worked closely with management and subject matter experts to define and achieve business goals

**------------------------------------------------------------------------------------------------------------------------------**

**Elan Emerging Technology (E2Logy)**

**Search Engine Optimization Analyst Nov 2010 to Nov 2013**

* Managed on-site and off-site SEO for all company clients thus advancing front page organic and Google map rankings in a timely matter usually between 1-2 weeks per keyword.
* Researched and developed personal SEO tactics based on available data and trends using a combination of resources provided by on-site experience and authoritative SEO tools
* Provided industry specific monthly content packets to publish throughout all social media sites to help promote businesses across the web
* Monitored and evaluated search results and performance for clients to maintain rankings or identify new growth opportunities
* Increased organic traffic for plethora of industries by conducting a complete technical audit and content strategies
* Researched high volume keywords through keyword planner to update anchor text, title tags, and descriptions
* Build links in targeted local directories including Google, Bing and other local listings

**------------------------------------------------------------------------------------------------------------------------------**

**Webline India Pvt Ltd**

**Junior Search Engine Optimization May 2009 to July 2010**

* Learned SEO strategies and its important and applied knowledge on clients’ projects
* Started off page website promotion to get rank in Google Search Engine Result Pages
* Optimized the website according to Google algorithm.

**------------------------------------------------------------------------------------------------------------------------------**

**Key Skills**

* 10 years of experience as SEO/SEM and Digital Marketing with agile methodology
* Hands on experience with Adwords(Search Network, Remarketing, Display ads and Google shopping), Bing Ad Center, LinkedIn Insights and Facebook’s Various objectives for Paid Advertising
* Create and manage campaigns for content marketing in Taboola, outbrain, perfect audience, and Zemanta
* Experience in Google Analytics and Omniture (Adobe Analytics with various segments and metrics creation)
* Ability to develop and drive digital testing strategies that involve creative targeting, A/B and multivariate testing with VWO and Google Experiment tools
* Proven success in utilizing analytics to provide strategic recommendations and drive concrete action
* Excellent at presenting diverse information in a clear, concise manner with a data supported point of view
* Strong interpersonal skills and ability to work well independently or within a team environment

**------------------------------------------------------------------------------------------------------------------------------**

**Professional Skills for Project Management Tool**

* Jeera Project Management Tool
* Asana Project Management Tool
* MS Project
* Following all industry processes and knowledge areas based on PMBOK 6 (Project Management Body of Knowledge)

**------------------------------------------------------------------------------------------------------------------------------**

**PROJECT MANAGEMENT TRAINING**

* I have done project management training from Bacancy Technology Pvt. Ltd. on March 2015

**------------------------------------------------------------------------------------------------------------------------------**

**MICROSOFT CERTIFICATION**

* Microsoft Project 2013 Professional Certified, License No. F063-0718

**------------------------------------------------------------------------------------------------------------------------------**

**EDUCATION QUALIFICATION**

* Bachelor of Computer Application with 65% from Manav Bharti University, Solan, HP in the year 2013
* Diploma Textile Engineering with 56% from R.C. Technical Institute, Sola, Ahmadabad affiliated to Technical Education Board completed in the year 2006.
* S.S.C with 68.29% (GSEB) in the year April 2002.

**------------------------------------------------------------------------------------------------------------------------------**

**PUBLISHING TOOLS**

* MS Office, Dream Weaver, CSS, SemRush, Google Analytics, Google Adwords, Facebook Ads, Adobe analytics, Adobe target (For A/B test and multivariant test)

**------------------------------------------------------------------------------------------------------------------------------**

**PROGRAMMING LANGUAGES**

* HTML, PHP, Joomla, WordPress, Basic Knowledge Java Script, Basic knowledge of .Net, SQL Server 2012, Oracle 10g,

**------------------------------------------------------------------------------------------------------------------------------**

**PROJECT UNDERTAKEN**

* **LendingTree.com (Affiliate Marketing for Finance Industry)**

LendingTree provides financial comparison with all types of financial terms within the US banks like loans, credit cards, savings and checking accounts and so on.

As marketer my role is create and optimize the campaigns in various content marketing channels AOL, Taboola, Outbrain, MSN, Google Ads and many more.

* **Studentloanhero.com (Affiliate Marketing for Finance Industry)**

Student loan hero provides comparison of various bank’s student loans finance terms.

It is LendingTree’s property and doing marketing as if for LendingTree.

* **MagnifyMoney.com (Affiliate Marketing for Finance Industry)**

Magnifymoney provides comparison of US based banking services such as lowest credit cards interest rates, cheapest personal loans; cash back credit cards offer and saving accounts.

**Keywords:** balance transfer, best balance transfer offers, best personal loans, personal offers, refinance student loan, student loan refinance, best student loans, cash back cards, best cash back credit cards, best credit cards offers

**Adverting Channel:** Google Search Network, Google Remarketing, Facebook and perfect Audience Retargeting, Taboola & Outbrain Adverting

* **Milecards.com (Affiliate Marketing for Finance Industry)**

Compare 100+ milecards with interative tool see exactly which earn you the most miles. **Keywords:** best travel cards, best travel credit cards, travel cards 2016

Adverting Channel: Google Search Network, Google Remarketing, Facebook and perfect Audience Retargeting, Taboola & Outbrain Adverting

* **Yatayat.co.in (Online Intercity Cab Booking Site)**

Online Cab service: India’s premium intercity one-way cab and roundtrip cab service

**Keywords:** Ahmedabad to Baroda cabs, Mumbai to Pune, Delhi to Agra cabs

Paid Advertising Channel: Google Remarketing and Google Search Network

* **www.libertysys.com Liberty systems Inc., (Handheld devices)** Owner Robert Saxe

**Keywords:** - intermec 2415 terminal, intermec 2425 terminal, intermec 2435 terminal, intermec CS40, Cisco 1242 Access Point, Cisco 1250 Access Point, LXE Tecton, etc.

* **www.bestvaluecopy.com(google.com)** Owner Richard Moyer

**Keywords:** - Booklet Printing, Brochure Printing, Business Card Printing, Flyer Printing, Postcard Printing, Color Copies, Colors Printing

* **www.panachecosmetics.com(google.co.uk/ PPC (campaign management, Ad Extension setting))**

**Keywords:** - Revive Skin Care, Revive Skin Care Cosmetics, Revive Beauty Products, revive sensitif day, Revivesensitif cellular repair cream, ReVivePeauMagnifique