**KAUSHAL PATEL**

***SR. DIGITAL MARKETING ANALYST***

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**SUMMARY**

* A **Digital Marketing Specialist** with 11+ years of proven experience and expertise in planning and executing highly effective **Digital Marketing strategies like SEO, SEM, SMM, Social Media Optimization, and Email Marketing**.
* Proficient at consistently **improving SERP rankings through Targeted Keyword Research, On-page SEO, Technical SEO, and Content Marketing**.
* Quick understanding of **PPC programs**: **increasing impressions, CTR, and conversions while minimizing costs**.
* Can work with people of all levels and has the **flexibility of working well as part of a team or individually**.

**SEO/DIGITAL MARKETING SKILLS**

* Keyword Research & Analysis
* On-Page SEO Optimization
* Image Optimization
* Headings tag Optimization
* Schema Markup Implementation
* Anchor Text Optimization
* Content Optimization
* Broken Links Fixing
* Analyzing Schema Markup Errors
* Canonical URL Analysis
* Redirection Analysis
* Duplicate Content Checking
* Analyzing Crawling Indexing Issues
* Google Ads: Search & Display Ads, Remarketing
* Google Analytics
* Google Search Console
* Google My Business Local Listing
* Video Marketing
* Lead generation
* Conversion Rate Optimization
* Email Marketing
* Microsoft Office
* Basic Knowledge of HTML and CSS

**EXPERIENCE**

**SR. DIGITAL MARKETING ANALYST** (JUL 2020 – JUN 2021)

**Sapphire Software Solutions (Vidyalaya School Software)**

*Key Responsibilities:*

* Responsible for the execution of **SEO & marketing campaigns** and communications, analyzing results and making recommendations to our in-house projects.
* **Developed and executed advertising campaigns** designed to increase site visibility and traffic
* **Working on the digital marketing campaign** to achieve the more visitors and traffic.
* Created a reputation management strategy to **increase the reviews on Google Business listing by 40% in just 3 months**.
* Also increased **reviews on GoodFirms, SoftwareSuggest, TechnologyCounter, TechJockey by more than 300%.**
* **Revamped PPC advertising** andremoved under-performing or costly ads, **resulting in performance enhancement.**
* Conducted keyword research to find out **highly relevant and high volume keywords**
* **Suggested improvements for SEO**: website architecture, identify content gaps and communicate any new content opportunities
* Work with other SEO team to brainstorm new ideas and identify complex issues
* Performed Website and Technical Audits, Blogging and blog posting
* Proactively identified areas of improvement and provided recommendation
* Prepared the web traffic report and shared SEO campaign status reports on a monthly basis

**SR. DIGITAL MARKETING ANALYST** (DEC 2019 – JUL 2020)

**cmsMinds (River Delta Consulting)**

*Key Responsibilities:*

* **Creating SEO Analysis report** and giving estimates to the prospective clients.
* **Developing SEO Campaigns** designed to **increase ranking and traffic to the client’s website**.
* **Working on the digital marketing campaign** to achieve the client’s goal.
* **Manage and update content on social media accounts**.

## SEO TEAM LEADER (APRIL 2016 - AUGUST 2019)

## Sr. SEO (October 2009 - March 2016)

**NCode Technologies, Inc.**

*Key Responsibilities:*

* Plan, develop, and execute web, **SEO/SEM, email, Google Ads and SMO campaigns** according to the specific needs of the client.
* Work closely with various internal teams - web developers, graphic designers & content writers - to coordinate and execute various marketing strategies.
* Brainstorming **new keywords lists to provide recommendations for content development** and strategy enhancements.
* **All types of On-Page Activities:** Title-Meta Tag Optimization, Image Optimization, Content Optimization, URL Optimization, Site Structure Analysis, Heading Tag Optimization.
* **Technical SEO Techniques:** Canonical URL, Broken Link Fixing, Checking Site Speed, Schema Markup Implementation, Duplicate Content Checking, 301 Redirection, etc.
* **Google Ads:** Creating new campaigns. Keyword Research, Creating Ads, Adding negative keywords, implementing profitable recommendations, Adjusting Bid, Changing Bid Strategy, Adding custom schedule for ads, etc.
* **Oﬀ-Page Optimization:** Web 2.0 Submission, Article Submission, Blog Posting, Guest Posting, Local Business Listing, Video Submission, Infographic Submission, Social Bookmarking, Forum Posting, Blog Commenting, PR Submission, etc.
* **Lead generation** through development and implementation of **SEO strategies (organic & paid) to Increase website traffic and online sales**.
* **Managed & monitored all corporate social media accounts** to ensure positive online presence/company branding online.
* **Analyze, measure, and performance** of all **digital marketing campaigns with the help of Google analytics** to ensure it meets with the client’s expectation.
* Handled On Page Activities for all clients including Ecommerce Clients
* **Facebook Campaign Creations & Ads maintenance**

## SEO EXECUTIVE (JAN 2008 - OCT 2009)

**IndiaNIC Infotech Limited**

*Key Responsibilities:*

I have **started my SEO career at IndiaNIC Infotech**. I was working for the company’s in-house projects as well as clients also. I was working on **On-Page optimization and Off-Page optimization activities**. I was responsible for Reporting too. I was doing different SEO activities like **keyword research, competitor analysis, title, and Meta creation, H1 tag optimization, image optimization, content optimization, social bookmarking, directory submission, article submission, free classified ads, blog creation, and blog posting**, etc.

**EDUCATION**

**BACHELOR OF COMMERCE**

2001 - 2004  
*Gujarat University*

**PGDCA (POST GRADUATE DIPLOMA IN COMPUTER APPLICATION)**  
2005 – 2006

*C-DAC*

**Kaushal Patel Place: Ahmedabad**