PUSHKAR PATIL

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Professional Summary

Experienced coordinator with demonstrated history of working with customer oriented-solutions. I am passionate about Digital Marketing and determined to exceed company targets and clients business goals. I am committed to retaining clients for sthe long term by diligently helping them achieve success.

Core Skills

- SEO Optimization
- Page Optimization
- SEO Keyword Research
- Link Building
- SEO Optimized Content
- Google Tools : Tag Manager, Analytics, Optimize and Search Console.
- Bing Webmaster
- SEO Tools: SEMrush, SERanking, Website Audior, Ahref, Screaming Frog etc.
- Technical Understanding: HTML, CSS, PHP, Wordpress,
- Analytical ability

Work Summary

- **Nethority Technologies Pvt. Ltd.**
  SEO Analyst – Nov-2018 to Present

- **Cludobits IT Solutions Pvt Ltd**
  Sr. Executive Sales – Oct/2017 to Sept/2018

- **Prabha Technology**
  Proprietor – Feb/2015 to Oct/2017

- **Hazel Mercantile Ltd**
  Marketing Executive – Apr/2014 to Oct/2014

Work History

SEO Analyst – Nethority Technologies – Nasik   **Nov-2018 to Present**

- Develop audits of clients' website architecture to ensure the site is properly constructed to maximize natural Search engine visibility.
- Understanding of site-side analytic packages and SEO tools including SEMrush, Screaming Frog, SERanking, Ahref and Website Auditor.
- Understanding of technical SEO and issues that affect search crawlers.
- Need to identify scope and develop content strategy for SEO purposes as well as larger brand initiatives
- Coordinates with development team to resolve technical issues.
- Provide website/SEO analysis, recommendations and strategies using a variety of analytics tools including SEMRush Analytics and Google Analytics as well as internal reporting tool.
- Keep abreast of new technologies as needed to ensure ongoing competitiveness in the search engine marketing space.
- Work on keyword research, content optimization, on-page & off-page optimization, ranking/traffic reporting and link audits.
- Understanding of web servers, analytics packages and search engines technologies
- Ability to understand HTML, CSS, PHP & JavaScript and issues that may affect search engine crawlers.
- Ensure proper tracking of the website using tools Google Tag Manager, Google Analytics, Google Adwords, Google Search Console etc. and report it to client on monthly basis
- Optimizing Content, Backlinks and Technical factors of the project in order to get ranking in Google, Bing and Yahoo.
- Managing the PPC campaign by optimizing bid strategy & CPA, analyzing keywords, setting up conversions/goals, landing page optimizing and monthly reporting

Sr. Executive Sales - Cludobits IT Solutions Pvt Ltd – Pune   **Oct/2017 to Sept/2018**

- Analyzing IT Infra needs of the prospects and consult solution to them.
- Work on solution architecture, presentations, case studies and present to clients.
- Design Interactive strategic digital marketing plan for Cludobits services.
- Work on Content, Search engine optimization, Back linking, and Analytics.
- Generate leads from PPC platform like Google ads, Facebook, LinkedIn etc.
- Optimize Webpages and Blogs to increase conversion rate.
- Designing and scheduling SMM (Social Media Marketing) calendar of the company.
- Analyzing business performance with the help of digital tools and reports.
- Analyzing and Presenting digital marketing strategy success and reports to management.
- Contributing into cold calls for lead generation.
- Perform competitors study and present to management.
- Increase revenue by selling, up selling, and cross selling products or services.
- Using social media identifies prospects, process them to leads and closure.
- Processing leads to closure and doing proper documentation for the lead.
- Building REPO and introduction to prospect through social media.
- Work on end to end Sales Management.
- Establishing Mumbai presence of Cludobits and generate targeted revenue from the markets.
- Prepare sales funnel and make sure to contribute continuously.

Proprietor - Prabha Technology – Nasik, Pune   **Feb/2015 to Oct/2017**

- Worked in collaboration with a diverse range of SMEs to provide expert digital media consultancy services.
- Directed search engine optimization, content and website management projects utilizing Google services, WordPress and Magento to drive the success of basic or e-commerce sites.
- Developed and implemented clients' online visibility strategies, placing a focus on increasing user engagement.
- Managed different platform content creation and online communities, delivering interesting, relevant updates to drive user interaction.
- Conceptualized engaging social media campaign to expand reach and brand awareness.
- Spearheaded e-mail marketing campaigns, designing and authoring mailing content, managing recipient lists and analyzing data to compile success reporting.
- Developed the curriculum, trained staff, and worked to provide a rich environment.
- Served as both administrator and student.
- Identifying the need, scope and budget of the client and preparing solution presentations .
- Creating an unique brand online visibility strategy for each client considering business goals, business objectives, and budget.
- Daily Monitoring, analysis and optimization to determine changes within campaigns and strategic arrangements to generate maximum conversions for the clients.
- Responsible to collect and analyze data to evaluate potential optimizations as per process.
- Planning, monitoring, optimizing and reporting campaign performance in summarized reports.

Search Engine Optimization
- Detailed Audit of the website considering Content, Technical, Keyword and Backlinks parameters.
- Identifying SEO campaign goals and designing the strategy.
- Work On page and Off page SEO techniques. And ensure landing pages with quality content.
- Analyzing Keywords, internal link structure, and anchor text.
- Analyze and report campaign with Google Analytics, Search Console and present to client monthly.

Adword PPC
- Understanding the clients PPC goals and objective.
- Creating campaign as per budget and requirement.
- Analyzing Geography and demography and corresponding optimize the campaign.
- Analyzing Keyword as per Ad-groups and optimizing campaign.
- Set-up bid strategy and keep optimizing it.
- Provided search campaign, Display campaign, and Shopping campaigns.

Social Media Marketing
- Consulting best social platform strategy considering clients need.
- Working closely with social campaign team to draw future path of social presence.
- Use different social media sites like Facebook, LinkedIn for Marketing.
- Managing posts, infographics and images on Facebook and LinkedIn.
- Get in touch with possible clients through LinkedIn by approaching them.

Marketing Executive–Hazel Mercantile Ltd –Nasik   **Apr/2014 to Oct/2014**

- Organizing Sales meetings and demonstrate software to clients.
- Gathering software customization and web development requirements and discuss with technical team.
- Provide appropriate system integration strategies.
- Cross selling other software's and products of the company.
- Organizing technical support to clients.
- Need to generate awareness through Email campaign.
- Meet monthly targets by closing and managing sales.

Certifications and Skills

1) Google Digital Garage
2) Google Analytics Individual Qualified Certification
3) Google Adword Certification
4) Udemy- Digital Marketing Certification.

Projects Undertaken

1**) Research how online marketing affects Traditional business.**
   Company : Outlook Publishing India Pvt. Ltd
   Duration   : 3 Months [March 12, 2013 to May 31, 2013]
   Location : Mumbai.
2) **Intelligent Online Bike Showroom System**

Education

MBA –Marketing and Finance	**6.21 CGPA**
IBS Business School –Powai, Mumbai	**2014**
Bachelors of Science – Computer	**55%**
Panchavati College of Management and Computer Science –Nasik	**2012**

Responsible Roles

1) Head of Logistics committee in IBS Business School.
2) District coach at Veer Savarkar Swimming pool – Nasik group.

Declaration

I hereby declare that all the above-mentioned details are true to the best of my knowledge.

PUSHKAR SAINATH PATIL