

Varun Kelaiya



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Summary

- 1). Understanding Client Requirements, Develop & Implement Digital Strategies to Maintain Organic Growth of Websites.
- 2). Handling Team to Implement Digital Strategies.
- 3). Communication With Content Writers & Graphic Designers to Create required Content for Online Growth.
- 3). Promotion of content.
- 4). Back link creation through guest blogging and other useful methods.
- 5). Keeping eye on Website's performance with various tools like Moz, Ahrefs, Semrush.
- 6). Thinking and Implementing Innovative ways to make website more userfriendly and attractive.

Experience



Senior Seo Analyst

ZealousWeb Technologies Pvt. Ltd.

Apr 2019 - Present (1 year 7 months +)



Digital Marketing Specialist

MoveoApps

Mar 2017 - Apr 2019 (2 years 2 months)

The Job Involves Managing In-house website with innovative content creation with the help of the development team & graphics team, link building, managing the blog section.



Customer Service Representative

Mednautix Pvt. Ltd

Mar 2015 - Dec 2016 (1 year 10 months)

The profile involves communication with medical facilities to retrieval medical records as soon as possible.



Business Development Manager

Brainvire Infotech Inc.

Jun 2014 - Feb 2015 (9 months)

The Profile Involves Web Research & Cold Calling to Prospects, Present them the Brochures & Negotiation and Closing of Projects.



Sales Executive (Asia)

Odoo

Mar 2012 - Jun 2014 (2 years 4 months)

The Job Involved the Recruitment of New Implementation Partners all around Asia Region, The Identification of right Prospects & pitching them the Right services with their Requirement Gathering regarding OpenERP which involved after Sales Services also,



Management Trainee

Amul (GCMMF)

Feb 2011 - May 2011 (4 months)

We were Involved in Promotion of new Amul Fresh Paneer Package around Anand & Vadodara Region. We conducted Research & Data Collection of all the distributors & Retailers. This Job involves Interaction with Distributors & Retailers..also involves Some Customers who are using the Amul Products specially paneer.



QC Chemist

Amul Jal Beverages

Jan 2010 - Jun 2010 (6 months)

The Job Involved the Chemical Testing of Samples of Water Pouch.

Education



IBS AHMEDABAD

Master of Business Administration (MBA), Marketing

2010 - 2012



Institute of Science & Technology For Advanced Resaech

Master of Science (MS), Industrial Chemistry

2008 - 2010



N.V.Patel Science For Pure & Applied Science.

Bachelor of Science (BS), Industrial Chemistry

2004 - 2007

Licenses & Certifications



Google Adwords - BrandVeda Digital Marketing Institute



Bing Certifications - BrandVeda Digital Marketing Institute



Inbound Marketing Certification - HubSpot Academy



Content Marketing Certification - HubSpot Academy



Google Analytics Advanced - BrandVeda Digital Marketing Institute



Freelancer Writing - Udemy

UC-5CFA4P3D



The Art Of Story Telling - Udemy

UC-II38PD0E



Certified Social Media Marketeer - Digital Vidya



Advanced Google Analytics - LinkedIn



Learning App Store Optimization for iOS and Android Apps - LinkedIn



Improve SEO for Your Ecommerce Site - LinkedIn



Certified Lean Six Sigma Green Belt - VarSigma

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Skills

Business Development • CRM • Team Leadership • ERP • Lead Generation • Research • Market Research •
Business Strategy • Good Communication Skills • Sales & Marketing Functions