

MRUDALI CHOTALIYA

DIGITAL MARKETING EXECUTIVE

CONTACT



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Naranpura, Ahmedabad, 380013

SKILLS

- SEO
- Social Media Marketing
- Digital Marketing
- Project Management Skills
- Business Development Strategies
- Leadership Skills
- Creativity and Problem Solving
- Time Management Skills
- Problem Solving Skills
- Multitasking Skills

EDUCATION

Diploma

V.P.M.P Polytechnic

2010-2014

8.0 CGPA

Bachelor in Engineering

Sal Institute and Technology

8.5 CGPA

Masters in Engineering

Silver Oak University

2017-2019

8.7 CGPA

MASTER COURSE OF DIGITAL MARKETING

Digital Sandip Academy

2023

PROFILE

Experienced Digital Marketer with years of freelancing experience. I want to use my skills in digital marketing strategies and creative problem-solving to achieve tangible results and contribute to the growth of a dynamic company. My goal is to create innovative digital campaigns, increase brand visibility, engage target audiences, and improve conversion rates. I stay updated with the latest trends and technologies in digital marketing.

SEO SKILLS

- Managed 6+ live projects.
- Select the best keyword for the project based on **Keyword analysis**, keyword density, and keyword volume.
- Create a proper **Web Structure** for the website, such as SEO-friendly web structure.
- Practical knowledge of **On-Page activities** such as using appropriate keywords to create a Page Title, Meta Description, Header 1, Header 2, Content, Slug, and Alt text.
- Have practical knowledge of the **Schema and Site Map**.
- Knowledge of how to create an **SEO Audit report** based on on-page, off-page, and technical SEO.
- Understanding of **Off Page SEO** and how to obtain high-quality back-links, as well as knowledge of various types of back-links.
- Have a **Back-link strategy** in place to create high-quality back-links that will undoubtedly help to increase website traffic.
- Have hands-on experience with **Disavow activity**, which can aid in the removal of bad back-links.
- Practical knowledge of **Google Search Console, Google Analytics, and Google Tag Manager**.
- Knowledge of **Tag Set Up**.

LOCAL SEO SKILLS

- Google My Business optimization and local search expertise
- Proficient in managing customer reviews and maintaining a positive online reputation
- Analytical skills to interpret Google My Business Insights data
- Skilled in uploading high-quality photos and videos for visual content optimization
- Effective in creating engaging posts and updates to communicate with customers
- Responsive to customer inquiries and providing accurate information in the Q&A section
- Attention to detail in maintaining accurate and consistent business information across listings

EXPERTISE

- Keyword Planner
- Semrush
- Ahrefs
- Google Search Console
- Google Analytics
- Google Tag Manager
- Screaming frog SEO Spider
- Ubersuggest

HOBBIES

- Cooking,
- Badminton,
- Baking,
- Curious about new things,
- Listening Songs,
- Travelling

LANGUAGES

English
Hindi
Gujarati

INTERNSHIPS

FEBRUARY 2023

Digital Sandip Academy

- Work on Live 6+ Projects
- Lead the team for Client Pitching
- Researched and identified platforms and tools to improve marketing efforts.

COURSE

FEBRUARY 2023

Masters of Digital Marketing Digital Sandip Academy

LIVE WEBSITE SEO PROJECTS

SOCIAL HUNKS

Ahmedabad

- Create SEO Audit report for Social Hunks.
- Find Primary target keywords for Social Hunks.
- Update USP of Social Hunks.
- Create On-page Sheet and also implement on-page on website.
- Create Quality and Do Follow inbound Back-links also done 250+ Back-link Submission.
- Also Done Technical Part of website.

VERYMISS

Mumbai

- Create Audit Report Of VeryMiss.
- Find Core keywords of VeryMiss.
- Create USP Sheet for VeryMiss.
- Create On-page of VeryMiss.

7elwa

Surat

- Create Audit Report Of 7elwa.
- Find Primary search phrases of 7elwa.
- Create USP Sheet for 7elwa.
- Create Onpage of 7elwa.

HypeCloud

New Zealand

- Find Fundamental keywords of HypeCloud.
- Create USP Sheet for HypeCloud.
- Create Onpage of HypeCloud.

Cyber Octet

Ahmedabad

- Create Audit Report Of Cyber Octet.
- Implement On-page on Cyber Octet.

Spicy Chef

Charlottetown

- Create Audit Report Of Spicy Chef.

ADTech Info

Delhi

- Create Audit Report Of ADTech Info.
- Create On-page Sheet For ADTech Info.

LOCAL SEO

Clear Cabs

Ahmedabad

- Manage Google My Business Of Clear Cabs.
- Manage ORM of Clear Cabs.
- Manage Reviews and Rating of Clear Cabs.

ISAS(International Beauty School)

Gandhinagar

- Manage Google My Business Of ISAS.
- Manage ORM of ISAS.
- also doing Social media marketing, SEO.
- Manage 360 Digital Marketing of ISAS.

Pharma Visual Aids

Ahmedabad

- Manage Google My Business of Pharma Visual Aids.
- also Manage ORM ,Review & Ratings of Pharma Visual Aids.

Brown Intra

Ahmedabad

- Manage Google My Business Of Brown Intra.
 - Manage ORM of Brown Intra.
 - Also Manage Reviews and Ratings.
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PERSONAL STRENGTHS

I always prefer to work in groups, and my collaborative nature is one of my strongest attributes. I am punctual and hard working with a knack for learning quickly when focused on a task.

EXTRA CURRICULAR ACTIVITIES

I am also part of DSA's EK PAHAL Initiative, they do CSR activities which include helping underprivileged children and women.

☐ I hereby declare that the information furnished above is true to the best of my knowledge.
