



# Dhairya Parekh

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## Summary

As an SEO Executive, I handle local and international projects simultaneously, covering various types of industries. I develop and execute effective SEO strategies to drive organic traffic, boost rankings, and increase revenue for my clients. I specialize in keyword research, link building, on-page optimization, and content creation. I also prepare monthly ranking and SEO workout reports, using Web Trends Analytics and other tools to monitor and analyze the performance of websites and Google map data.

I have 4+ years of experience in SEO, digital marketing, and content writing across many sectors, including education, IT, and blockchain. I have a passion for helping businesses grow through strategic search engine optimization campaigns. I am committed to keeping up with the latest trends and best practices in SEO, and I am always eager to learn and grow at a professional and personal level. I am looking for opportunities to leverage my experience and expertise to help businesses achieve their goals and success.

## Experience

### Search Engine Optimization Executive

Webplus Infotech Pvt. Ltd.

Jul 2021 - Aug 2023 (2 years 2 months)

Working as SEO Executive including work responsibilities of SEO, social media, Content creation, PPC. Handling Local & International 15+ projects simultaneously related to all over types of industries. Worked on monthly ranking and SEO workout reports including Analytics of website and Google map data analysis.

In these projects performs following responsibilities and tasks:

On - Page Activities:

Website Analysis, Keyword Research, Competitors Analysis, Generate Meta tags, OG tags, Keywords, heading tags and robots.txt file, URL optimization, Sitemap generator, Analytics and Webmaster property creation, Goal creation and Google my business listing handling.

Off-Page Activities:

Profile and business listing. Different submissions like social bookmarking, Classifieds, Micro blogging, Image Sharing, PPT sharing, Blog submission, Guest posting, Comment posting, Article submission, Web 2.0 work, and blog creation.

PPC, Run Ads on Google AdWords, Facebook and Instagram and other social media ads as per client's requirements. Works on Social media projects like account creation, management, postings and other activities for social media marketing. Write content for websites, blogs, articles and different project related work.

### Digital Marketing Executive

## Alpha-e Barcode Solutions Pvt. Ltd.

Nov 2020 - Jan 2021 (3 months)

Worked as Digital Marketing Executive & Content Writer. Worked on social Media Marketing for products and services of the company. Write Content for Website, Social Media Postings, Blogs, Product Brochures, Articles, etc.

### On-Page Activities :

Integrate relevant keywords to pages. Generate eye-catching & user-friendly content for a website. Optimize Image, Video & Links related tags & changes according to requirement. Create meta tags for titles & Descriptions. Improve Header tags for content, Keyword cannibalization, Content audit.

### Off-Page Activities:

Brand mentions & Commenting, Social Bookmarking, Business Listings, Blogs, Articles & link submissions, Social Networking activities, Content Marketing.

Handle Social media Accounts of the Company. Create marketing strategies for the company and products. Keyword research & Competitors Analysis. Organic & paid promotions of companies' products & as per client's requirement for their project.



## Digital Marketing and Branding Executive

Shanti Business School

Jan 2019 - Mar 2020 (1 year 3 months)

Worked as Digital Marketing and Branding Executive at Shanti Business School (PGDM College). To grow up our educational institute in every way by the social media and other digital media ways.

Research and analyze competitor advertising links. Keyword research & competitor analysis to create marketing strategies. On-Page & Off-Page activities for college website. SEO Audit of website & generate reports. Responding to any mentions over social media platforms like Facebook, Twitter, Google My Business, Instagram, and Google+ and engage with social media users. Website management and make changes using WordPress.

Write Content for Social media postings, Websites, Events, and Brochures of the College. Working on WhatsApp Marketing and Email Marketing for pathway program study with abroad countries of it's another firm. (It's situated in Australia, France, Germany). Meetings with clients from different industries from many states for Digital Media and Branding activities regarding marketing objectives.

Manage all the social media accounts of Shanti Business School, like daily postings, how to ranking up the people to like the social media pages of the institute. Handling day-to-day Social Media Organic and Paid activities including group messaging, profile modification, a page posting, budget management, performance review, and optimization of paid campaigns.

Managing seasonal digital marketing brand campaigns including creative development, website refreshes, and micro-site development, social media marketing newsletter marketing. Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence, and enhanced brand awareness. Graphic designing for different images of events, days, and placement-related postings. Photography and Videography at different events of the institute.



## Digital Marketing Executive

## MXICoders | Pioneering Blockchain Fintech & Real-Estate Tokenisation

Oct 2018 - Jan 2019 (4 months)

Search engine optimization, SMO, Digital marketing, social media marketing, Email marketing.

Email campaigns – Set up, distribute, monitor and analyze B2B and B2C.

Email marketing campaigns for a range of clients across a range of industries.

Write copy for email marketing campaigns, for Email Marketing Using Get Response Platform.

Research and analyze competitor advertising links.

Monitor campaign results, analyze key metrics and optimize click-through and conversion rate.

Work on Bit coin forum for project of Kleyn Bank related to bit coin.

Manage all the social media accounts of Director and MxiCoders Ltd.



### Computer Teacher

Divan-Ballubhai School

Jun 2017 - May 2018 (1 year)

Worked as computer teacher in higher secondary Std. 9th to 12th. Main subjects were Java, C language, Sin fig, Ubuntu system, MS office.

## Education



### L.J. Institute of Management Studies(SFI)-Ahmedabad 519

Master of Computer Applications - MCA, Computer/Information Technology

Administration and Management

2014 - 2017



### K. B. Shah Science College

B. Sc. IT, Computer Science and Informationa Technologies

2010 - 2013

## Licenses & Certifications



### Fundamentals of digital marketing - Google Digital Garage

W4B AZX 8X3



### App Store Optimization Course - MobileAction



### WordPress Essential Training - LinkedIn



### SEO Foundations - LinkedIn



### SEO Foundation - LinkedIn

## Skills

App Store Optimization • WebTrends Analytics • Competitive Analysis • Search Engines • SEO Audits  
• Off-Page SEO • Google Search Console • Content Marketing • Backlinks • Web Analytics