

# MANASI DHULGOND

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## PROFESSIONAL SUMMARY

Digital Marketing & SEO Executive with experience in SEO management, content optimization, technical audits, ads campaigns, and analytics. Efficient multitasker skilled in website optimization, reporting, and marketing operations. Also experienced in accounting tasks, GST/TDS compliance, and financial documentation, with a strong ability to improve digital presence and deliver results on time.

## EDUCATION

Gulbarga University – Gurukul Degree College, Kalaburagi 2021 – 2024

### Bachelor of Commerce (Marketing & Human Resource)

**Related Coursework:** Marketing Management, Consumer Behavior, Market Research, Human Resource Management, Organizational Behavior, Financial Accounting, Taxation (GST), Business Statistics.

**GPA:** 8.2/10

## RELEVANT EXPERIENCE

Saturn Realcon Pvt. Ltd., Bangalore July 2025 – Present

### SEO Executive

- Handled full on-page SEO including meta tags, schema, headers, keyword placement, image optimization, and WordPress content publishing.
- Performed keyword research and technical SEO audits using SEMrush, Mangools, GSC, and Screaming Frog to improve website structure and visibility.
- Tracked and reported SEO performance metrics using GA4, GSC, GTM, and Looker Studio to guide strategy and boost organic growth.

Web Converts Pvt. Ltd., Bangalore May 2025 – July 2025

### Digital Marketing Intern

- Designed and optimized WordPress landing pages to improve engagement and conversion performance while supporting on-page and technical SEO enhancements.
- Analyzed website performance using SEMrush, GA, GTM, and Screaming Frog to identify issues, recommend fixes, and strengthen search visibility.
- Managed Meta Ads and supported Google Ads optimization through keyword adjustments, targeting, and performance monitoring to boost traffic and lead generation.

## ADDITIONAL EXPERIENCE

A One Ispat Pvt. Ltd., Bengaluru Sept 2024 – July 2025

### Executive (Accounts)

- Managed core accounting operations including monthly/annual sales & purchase reports, GST/TDS filings, TCS compliance, Tally Prime entries, reconciliations, invoice verification, and documentation accuracy.
- Improved financial workflows by automating routine reporting tasks and preparing client quotations aligned with project requirements and company pricing.

## SKILLS

**Certification:** Digital Marketing

**Computer:** PowerPoint Design & Formatting, Introduction to Microsoft Excel, Advanced Presentation Design, Basic Excel Formulas & Functions

**Language:** English, Kannada, Hindi