

CONTACT

Tirth Dave



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SUMMARY

SEO-driven digital marketing professional with expertise in technical SEO, content optimization, and WordPress management. Skilled at enhancing website performance, search rankings, and user engagement for international clients and eCommerce platforms. Adept at leveraging data-driven strategies, lead generation, and backlink building to maximize online visibility and ROI.

PERSONAL DETAILS

- Date of Birth : 30/12/2002

EDUCATION

2020-2023

- GLS University**  
BCA  
72

SKILLS

- SEO Strategy & Execution
- Content Optimization
- Link Building & Outreach
- Data Analysis & Performance Tracking on power BI visualisation

EXPERIENCE

16/08/2023 -  
06/12/2023

- Ecommerce Specialist**  
Icrate Way  
Results-driven professional with hands-on experience managing Zoho and Shopify stores.  
  
Skilled in front-end and back-end development, including designing sections, integrating features, and optimizing product listings.  
  
Core Skills:  
eCommerce Management – Store operations, product catalogs, and order processing.  
SEO & Digital Marketing – Optimized content, resolved technical SEO issues, and improved rankings.  
Social Media & Content Creation – Managed brand presence and designed visuals using Canva.  
Data-Driven Growth – Analyzed performance to enhance user engagement and conversions.  
  
Key Achievements:  
  
Managed and optimized eCommerce platform profiles for smooth operations. Improved website performance and search visibility through SEO strategies.

07/12/2023 -

- Data Research Analyst / SEO Executive**  
ipath Solutions  
Experienced in lead generation, international client communication, and website optimization.

Successfully managed and executed SEO strategies for global clients, enhancing rankings and website performance.

**Core Skills:**

SEO Strategy & Execution – Led initiatives for internal and client websites, resolving technical issues, optimizing content, and managing off-page SEO.

WordPress Management – Implemented website changes, integrated plugins, fixed coding errors, and ensured seamless functionality.

Social Media & Content Creation – Developed SEO-optimized content and graphics to boost engagement.

Link-Building & Partnerships – Built strategic collaborations to increase backlinks and brand visibility.

Data-Driven Growth – Leveraged analytics to refine digital strategies and maximize ROI.

**Key Achievements:**

Improved website rankings and performance through tailored SEO strategies.

Established partnerships to enhance domain authority and online presence.