

TIRTH DAVE

SEO EXECUTIVE / DATA ANALYST

CONTACT

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EDUCATION

GLS University
Bachelor of Computer Application
2020-2023

SKILLS

- Multiple Project Planning
- Website Optimization
- Website Management
- Social Media Management
- Content Optimization
- Link Building
- Data Visualization
- Learning while Working
- Adaptability to Change

CERTIFICATIONS

Get started using Google Analytics
2025-2026
Google Digital Academy (Skillshop)

ABOUT ME

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.

WORK EXPERIENCE

iPath Solutions DEC 2023 - PRESENT
SEO Executive & Social Media Manager

- Expertise in international client communication and lead generation, driving global SEO strategies and enhancing website performance.
- Proven ability in developing tailored SEO initiatives, resolving technical issues, and managing both on-page and off-page optimization.
- Extensive hands-on experience in WordPress management, including website modifications, plugin integrations, and code troubleshooting.
- Strong background in social media and content creation, focusing on SEO-optimized materials and graphics to boost online engagement.
- Successful track record in building strategic partnerships and leveraging data analytics to refine digital strategies and maximize ROI.

ICrate Way AUG 2023 - NOV 2023
Ecommerce & Social Media Manager

- Managed and optimized eCommerce stores on Zoho and Shopify, focusing on seamless store operations and product catalog management.
- Executed front-end and back-end development tasks, including designing custom sections and integrating advanced features.
- Developed and implemented technical SEO strategies, resulting in improved website performance and enhanced search visibility.
- Created engaging digital marketing content and visuals using tools like Canva to bolster brand presence across social media platforms.
- Analyzed data to drive performance improvements, optimizing user engagement and conversion rates.

ADDITIONAL INFORMATION

- Pursuing the Google Analytics Advanced Google Skillshop Certification to deepen expertise in advanced analytics and data-driven decision making.
- Enhancing Power BI visualization skills by currently taking a dedicated Power BI course to master modern data visualization techniques.