

# Basavraj Vijay Teli

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## WORK EXPERIENCE

### Digital Marketing Manager | ELINT Market Research

August 2023 to August 2024

- Digital Marketing Strategy, Brand Positioning, Multi-Channel Campaigns, SEO, Content Strategy Leadership, Market & Competitor Analysis, Data-Driven Decision-Making, Paid Media Strategy, Conversion Rate Optimization, Budget & Resource Allocation, Executive Reporting, Team Leadership & Development, Cross-Department Collaboration, Stakeholder Management, Innovation & Growth Strategy

### Digital Marketing Manager | SkyQuest Technology

November 2021 to August 2023

- Strategy Development, SEO Optimization, Content Marketing Management, Social Media Strategy, Lead Generation, Website Traffic Analysis, Conversion Rate Optimization, Analytics Reporting, Budget Management, Cross-Channel Marketing, Competitor Research, Team Collaboration

### Lead - Digital Marketing | InForGrowth

September 2018 to November 2021

- Digital Strategy Execution, SEO Management, Content Strategy, Competitor Analysis, Website Performance Monitoring, Lead Generation Strategy, Media Management, Performance Reporting, Cross-Team Collaboration, Team Leadership, Website & Landing Page Optimization

### Digital Marketing Executive | Aloha Technology

November 2017 to September 2018

- SEO Support, Content Creation, Social Media Management, Lead Generation, Website Analytics, Performance Tracking, Market Research, Competitor Analysis, Digital Advertising, Reporting, Team Assistance

### SEO Executive | Itelligence Infotech Pvt. Ltd.

Dec 2014 to October 2017

- Keyword Research, On-Page Optimization, Link Building, SEO Audits, Content Optimization, Rank Tracking, Competitor Analysis, Performance Reporting, Website Analysis, Backlink Strategy, Meta Tags Management, Search Engine Trends, Site Health Monitoring, SEO Tools Utilization

## PROFESSIONAL SUMMARY

Seasoned Digital Marketing professional with expertise in Search Engine Optimization having more than 9 years of experience. Accomplished in optimizing content and tapping into new marketing and branding opportunities. Proficient in managing the reporting tools and analytics dashboard.

## SKILLS & PROFICIENCIES

- Search Engine Optimization (SEO)
- Google Analytics
- Google Search Console
- SEMrush, Moz, Ahrefs
- Team Management
- Keyword Research
- Content Strategy
- Social Media Optimization (SMO)

## EDUCATIONAL BACKGROUND

### Master of Computer Applications

PCCOE - Pune, India