

SHUBHAM WALWADKAR

DIGITAL MARKETER
SEO ENTHUSIAST

TOOLS

Screaming Frog, Barracuda, Ahref, BrightEdge, SEMRush, Moz, Neuron Writer, Google Search Console, Google Data Studio, Google Analytics, Frase, Microsoft Office

SKILLS

Presentations
Data extraction & analysis expertise.
Data-driven marketing
Business insights
Campaign effectiveness
Conversion rate optimization
Time management
Organization
Problem-Solving


BRANDS WORKED FOR

JW marriott, Double Tree by Hilton, Ritz Carlton, Raheja Group of Properties, Sany India, Luxero Formelo, Pall Corporation, Danaher Group

INTEREST & HOBBIES

Photography, Solo Bike Riding, Reading about Indian Mythology, Urdu Poetry & Gazals.

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 [linkedin.com/in/consultant-digital-marketing/](https://www.linkedin.com/in/consultant-digital-marketing/)

PROFESSIONAL GOAL

I am a seasoned SEO enthusiast with 6 years of experience in various industries. I aim to accelerate personally and professionally while adding intrinsic value to organisation I am affiliated with. And acquaint myself with the real-time technologies & be the part of lifelong learning process while evolve with industry.

CAREER HISTORY

Sr. SEO Analyst at RankUno Interactive Technologies

Project Owner - Pall Corporation (Jul-22 - Present)

- SEO - On-page
- Content- Optimization, strategy building EEAT
- Creating spoke & hubs clusters, content briefs
- Managed end-to-end operations from planning, execution till problem solving & reporting
- Optimizing 2 subtopics/month

Achievements -

- Implementation of topic cluster approach improved traffic by 160%
- Managed end-to-end operations for 5 BUs, 16 Products
- Managed 2500 keywords.
- YoY 14% growth in first year & 11% growth in second.

SEO Analyst at Pinnacle Teleservices

On-site at Sany India (Sep-20 - Nov-21)

- SEO - On-page, Off-page, Technical
- Product enhancement & management on CMS.
- Project Management - Client- Agency communication & business process, billings, deliverables, etc.
- Performance Marketing
- Core Marketing & Event Management
- Website Management

Achievements -

- In 4 months, 2x traffic, 4x clicks, 3x CTR
- Organic leads grown by 225%
- ROI of 200%
- Conversion rate optimization resulted the first ever organic conversion in history of Sany India.

Paid Analyst at Blackhat Hospitality (Jun-19--Aug-20)

- Search Engine Optimization (On Page & Off Page)
- Social Media Ads
- Marketing Reporting
- Competitor Analysis & Training

IMBC(SEO) Executive at Futurism Technologies(Dec-17- May-19)

- On Page Optimization
- Off-Page Optimization
- Google Search Console
- Google Analytics
- ORM - Online Reputation Management
- Google ADs - Educational

ACADEMIC BACKGROUND

Solapur University|Bachelor of Engineering, Class of 2017

NSB Boy's Military School, Pune.|HSC, Science & GK, 2013