

**VARSHA DESHKAR
KIRNAPURE**

Personal Data:

Father's Name : T.R
DESHKAR
Date of Birth :
30/09/1992
Sex : Female
Nationality : Indian
Marital Status : Married

Permanent Address:

W/O: - Mayur Kirnapure
A-404, Sai Paradise,
Next to SK CNG Pump,
Punawale,
Pune, Maharashtra

Present Address:

W/O: - Mayur Kirnapure
A-404, Sai Paradise,
Next to SK CNG Pump,
Punawale,
Pune, Maharashtra

Contact Numbers:

9584633145

Email ID:

varshad.deshkar@gmail.com

Career Objective

SEO Analyst who excels at leveraging the power of organic traffic to boost brand loyalty and visibility. Able to use blogs, online communities and other link building strategies. Create highly targeted web content to drive inbound traffic to the website. Decisive and independent thinker with creative insights.

Experience:

Futurism Technologies Pvt. Ltd. **Sr. Digital Marketing** (From June 2024 till date)

- SEO, SMO and email marketing for US clients
- Handling multiple ecommerce websites (Shopify and WordPress)

Poonawalla Fincorp as **Digital Marketing Manager - SEO** (From September 2022 to May 2024)

- Managing SEO for Unsecured Loan Products (Driving organic traffic, CRO, Link Building, Content marketing)
- Coordinating with external agencies (SEO, Link building, Website development partners and content creation)
- Leading website migration activity

Hummingbird Web Solutions (October 2019 to September 2022) as **Digital Marketing Manager.**

- SEO and email marketing
- Affiliate marketing (Internal and SAS affiliates)
- Website content and social media channels

Prodigitas Pvt. Ltd. as a **Digital marketing executive.** (December 2018 to September 2019)

- Draught and Implement SEO plans and create road map for accomplishments for clients.
- Preparing proposals for clients

Two years' experience of working as a **Digital marketing executive** in Acompworld Technosoft Pvt. Ltd. from May-2016 to April-2018.

- Managed Social Media presence for clients
- Handled Organic SEO and Link Building strategies
- Content creation for all SEO campaigns

Educational Profile

Degree : Bachelor of Engineering
Discipline : Electronics & Communication
Year of passing : 2014
Percentage : 81.3%
Institution :Sagar Institute of Research & Technology, Bhopal.
University : RGPV University, Bhopal.

Course : +2 (12th standard)
Discipline : Science (Math+Science)
Percentage : 80%
Year of passing : 2010
Institution :S.T. THERESA'S GIRLS SR SEC SCHOOL, Bhopal
Board : C.B.S.E Board

Examination : Matriculation(10th standard)
Percentage : 87%
Year of passing : 2008
Institution : S.T THERESA'S GIRLS SR.SEC SCHOOL, Bhopal
Board : C.B.S.E Board

SEO Tools

- **Semrush and Ahrefs**
- **Screaming Frog**
- **Google Analytics**
- **Webmaster tool & more**

Few Projects

- **SEO for Finance Domain**
- **Ecommerce Marketing Projects**
- **Inbound Marketing Campaign**

Technical proficiency

- **Packages : MS Office**
- **Knowledge of HTML & CSS**
- **Knowledge of Wordpress**

Languages known

English, Hindi, Marathi

Interests

Listening music, dancing, watching movies, hanging out with friends.

Declaration

I hereby declare that all the data and information provided above are true and correct to the best of my knowledge and I hold responsible myself for any irregularities if found.

Date: 2023

Place: Pune

(Varsha Deshkar Kirnapure)