

HIMMAT SHRIRANG MALI

📍 Pune, MAHARASHTRA, IN ✉ himmatmali89@gmail.com ☎ +919096519974

SUMMARY

To develop a career with creativity and confidence to secure responsible position in the Corporate World.

SKILLS & TOOLS

Google Analytics and GA4, Google Tag Manager, Google Search Console, Google Keyword Planner, Looker Studio (Google Data Studio), SEMrush, Ahref, MS Excel, WordPress, On-page and Off-page, Keyword Research, Competitor Analysis, Trend Analysis, Java Script, HTML, CSS

EXPERIENCE

Team Lead (Digital Marketing)

Fortune Business Insights (B2B)

February 2021 - February 2024, IN, MAHARASHTRA, Pune

- * Setting team goals with individual's targets.
- * Monitoring team members work flow and performance on daily basis and giving them feedback accordingly.
- * Working closely with development and content team for better website performance in search engine.
- * Handling company's website CRM, Webmaster and Google Analytics.
- * On page and off page activities.
- * Focusing on generating quality leads for good ROI.
- * Finding KPIs to achieve company's business goals.

Team Lead (Web Marketing)

The Insight Partners (B2B)

January 2017 - July 2020, IN, MAHARASHTRA, Pune

- * Managed team with an open communication environment.
- * Monitoring team members work flow and performance on daily basis and giving them feedback accordingly.
- * Giving monthly reports on company's and team's performance.
- * Website audit on monthly basis and implemented changes accordingly.
- * Working closely with development team.
- * Competitor analysis on monthly basis.
- * Worked on company's in-house WordPress websites development.
- * Handling company's website CRM, Webmaster and Google Analytics.

Sr. Web Marketing Analyst

The Insight Partners (B2B)

October 2015 - January 2017, IN, MAHARASHTRA, Pune

- * Website technical audit.
- * Optimizing and uploading meta tags.
- * Analyzing website's performance and speed. Coordinating with developer team to improve site's performance and user experience.
- * Competitor analysis.
- * On-Page and Off-Page activities.
- * Handling Google Analytics and Webmaster (Search Console).

Web Marketing Analyst

MarketsandMarkets (B2B)

December 2013 - October 2015, IN, MAHARASHTRA, Pune

- * Google Analytics, Webmaster tool, Keyword planer, Google Trends.
- * Complete overview of reports and the report website. The report includes on-page and off-page factors of the website.
- * Optimization of Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Image Optimization, Content Optimization, Sitemap (HTML & XML), Suggesting developer for better UI experiences and site speed, Technical Site Audit.
- * Press Release Submission, Social Bookmarking submission, Directory submission, Blog Submission, Blog Posting, Profile Building, Comment Posting, Forum Posting, and Document Posting.
- * LinkedIn, Pinterest, Google Plus, Facebook etc. activities.
- * Generation & analysis of report using Google Analytics Tool to understand the effectiveness of all implemented strategies.
- * Updating web pages of company website.

EDUCATION

Jaro Education (MBA-IT)

UBI University • 2013

Arihant College (BCA)

Pune University • 2010

CERTIFICATIONS & COURSES

- * **SEO II** | by Hubspot Academy
- * **Facebook Marketing and Advertising** | by Simplilearn
- * **Google Ads** | by Coursera

DECLARATION

I hereby declare that the above information provided is true to best of my knowledge and belief.

Date:

Signature: