

# Buddhabhushan Gopnarayan

## Digital Marketing Analyst

Digital Marketing professional with 3+ years of experience in optimizing and executing successful campaigns. Adept in SEO, SMM, SEM, and SMO techniques, skilled in data analysis and interpretation, and dedicated to staying current with the latest industry trends and technologies.

### CONTACT



+919511555537



bngopnarayan@gmail.com



<https://www.linkedin.com/>



A-10/213 Aishwaryam Hamara, Chikhali,  
Pune, 411062

### KEY SKILLS & TOOLS

- SEO
- SMO
- SEM
- Facebook Ads, Meta Ads
- Local SEO | Google Business Profile Optimization
- WordPress
- Keyword Research
- Google Analytics GA4 & UA
- Google Search Console
- Google Tag Manager
- Microsoft clarity
- Google Ad Words
- ahrefs
- SEM Rush
- Nozzle
- Canva
- Spyfu
- Topic mozo
- Raddar
- Bibsonomi
- Woorank
- Outrank
- Ubersuggest
- Yoast
- Rank Math
- WebSite Auditor
- Oviond

### Aarna Systems Pvt Ltd.

#### Digital Marketing Analyst

3 January 2022 To till Present.

#### Social Media Marketing experience: (SMM, SMO)

⦿ Handled strategic planning content strategy and execution of posts across Instagram, Linked In, Facebook, and Facebook ads Manager . Identified through testing and data analysis, the best performing Ads and doubled down on those ads copies, resulting in a total ROI of 11%.

⦿ Converted qualitative user feedback on social media channels to actionable recommendations for the SEO team to create content that relevant to customers.

⦿ Grew social platforms to include Instagram, Facebook, and LinkedIn, In the last 1 years of tenure.

Created uniting contents to build brand reputation and clarity, growing combined following by more than 50K

⦿ Reported social media insights and SEO results to leadership team and executed changes to improve engagement by 45%.

#### Search Engine Optimization experience: (SEO)

⦿ Developed and implemented interactive marketing strategies for **more than 7 clients that improved search engine performance**, attracted users to websites and drove growth, resulting in annual traffic increases of an average of 24% year over.

⦿ Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI

⦿ Prepared website evaluations and marketing proposals that attracted new business, resulting in an increased annual budget of 54% Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties.

LANGUAGES KNOWN:

- English
- Hindi
- Marathi

- Managed social media campaigns and day-to-day activities, including scheduling regular updates, engaging in dialogue and answering questions when necessary.
- Performed Keyword search volume analysis, On & Off-site optimization, Competitive intelligence, Social signals, Goal conversion measurement, A/B and Multivariate testing for over 50+ client Websites. . Remained current with industry trends to uncover new opportunities for clients' websites.

EDUCATIONAL DETAILS:

Advanced Digital Marketing Program 2.0

From PIIDM Institute, Pune | 2020

MCA from JSPM College, Pune | 6/2016 - 5/2019

BCS from SCCA College,Aurangabad | 4/2013 4/2016

HSC from Ramkrishna jr College, Sillod, Aurangabad | 2/2011 - 2/2012

SSC from DPVM School, in 2009, Aurangabad

INTEREST

- Reading Books
- Photography
- Traveling
- Playing Cricket

PERSONAL DETAILS

Father Name: Nagsen

Nationality: Indian

Date Of Birth: 23-07-1993

Pericles Ventures Pvt Ltd

DIGITAL MARKETING EXECUTIVE

2 Sep 2020 To: 30 Dec 2021

Total Experience: 1 Year 4 months.

- Perform full keyword research and develop related strategies.
- Determine KPIs for each recommendation, forecast impact, and create case studies.
- Have a working knowledge of HTML, WordPress, and other programming languages.
- Perform on and off-page technical SEO audits and present recommendations to site owners.
- Provide reporting and success bites each and every day/week/month. We want to be the ones to let the Editors know if their content was a Google New hit.
- Drive continued improvement of SEO practices, ranking strategies, and on-page performance.
- Keep up to date on the latest SEO, PPC strategies, and technologies and assist in improving solution offerings.
- Work directly in post updating meta info, creating URLs, working on all sorts of internal linking, creating aggregated content pages.
- Provide insights and ideas on content and publication strategies Optimize content on the regular but find ways to make each optimization creative and fun.