

JAY COHEL



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I Started My Journey as a Digital Marketer in 2019 when I was Looking for buyers for My Book. It was the First time I learned about Digital Marketing. Then I joined Many Courses And Learnt So Much From The Internet. Now I am well professional Digital Marketer and Currently, I am Working As a Digital Marketing Manager At Mindphin. And Apart From This, I am Helping Many Brands With My Skill Through Consultations and Freelancing.

Contact

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Expertise

- Market Analysis
- Kew Research
- Creative Thinking
- Team Management
- Multi Tasking

Language

English



Gujarati



Hindi



Experience

Current Annual CTC - 7.2 LPA

Mindphin Technologies Pvt. Ltd. (January 2023 - Present):

- Currently serving as a Digital Marketing Manager.
- Responsible for devising and implementing digital marketing strategies.
- Manage online advertising campaigns, including Google Ads and social media ads.
- Optimize website content for better search engine rankings.
- Lead the company's social media marketing efforts to enhance brand awareness.
- Monitor and report on key performance indicators to demonstrate campaign effectiveness.
- Collaborate with the team to align marketing strategies with overall business goals.

INIFD Gandhinagar (January 2021 - December 2022)

- Held the position of Digital Marketing Manager.
- Developed and executed digital marketing strategies for the institute.
- Managed the institute's social media accounts and online presence.
- Created and curated engaging content to attract prospective students.
- Utilized SEO techniques to improve online visibility.
- Oversaw email marketing campaigns and maintained CRM systems.
- Collaborated with cross-functional teams to coordinate marketing efforts.
- Tracked and reported key performance metrics to measure campaign success.

Digi Abhi(January 2020 - December 2020)

- Worked as a freelance digital marketer.
- Managed various digital marketing projects for clients.
- Executed social media marketing campaigns.
- Created and optimized content for online platforms.
- Monitored and analyzed campaign performance using analytics tools.

Education

2020

Kallada Academy

Masters In Digital Marketing

This Was 6 Months Digital Marketing Course. And I have learned the basics From Here.

2017-2020

MG Science Institute

Bachelor Of Science

MG Science Is one of the best colleges for science studies in Ahmedabad. I have done graduation chemistry from there.

Technical Skills

PPC

Google ADs, Facebook ADs, Twitter ADs

I have worked with many brands in terms of performance marketing, i have handled over 10k + (dollars) monthly budget.

SEO

Technical SEO, On-Page SEO, Off-Page SEO

As we know, nowadays world is focusing more on organic in terms of food and reach. I have done technical seo and on page seo in various projects and i can do off-page seo as requirement

SMM

Social Media Management

In terms of social media management i have worked on Facebook, Instagram, LinkedIn, Twitter, Tumblr, etc...

DEVELOPMENT

WordPress, Shopify , WIX, Blogger

I am not a developer but I have worked on WordPress the most, and I have somewhat knowledge of Shopify, WiX, and Blogger.

DESIGNING

Canva, Adobe Illustrator

Expert in Canva and beginner in Adobe illustrator.

OTHER TOOLS

Some with basic knowledge and some with expertise

- Google Tag Manager
- Google Analytics
- Google Pagespeed Insights
- Google ADs
- Google Trends
- Google My Business
- Google Alerts
- Google Search Console
- Google Mobile-Friendly Test
- HubSpot
- Ahrefs
- SEMrush
- Facebook Ad Manager
- Canva
- Adobe Illustrator
- VN Video Editor
- Filmora
- Similar Web
- Facebook audience Manager
- Uber Suggest
- MOZ
- Mailchimp
- Elementor
- Sendinblue
- Yoast
- BuzzSumo

Attainment

YOUTUBE

More Than 7,00,000 Organic Views

I worked on my own YouTube channel during 2019-21. I was educating my audience about UPSC and GPSC.

UNACADEMY

Worked as educator

I have worked with unacademy as educator.

Youth Festival

Gujarat University

I was In top 3 Folk Dance Performer During year 2017 and 2018.

Workshop

Digital Marketing

I have mentored 500+ students for Digital Marketing

I gravely announce that facts of information and facts in the resume are inclusive and correct and I take full liability for the correctness of the information.