

Gautam Dodiya

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Education

LJ Institute of Management Studies, Ahmedabad	CGPA: 7.53
MBA in Marketing	May 2025
Prof. V.B. Shah Institute of Management, Surat	CGPA: 7
Bachelor of Business Administration	April 2023
Mauni International School, Surat	Percentage: 81.43
Commerce, GSEB	May 2020

Experience

Alphabin & TestDino SEO Executive	Jul 2025 – Present
<ul style="list-style-type: none">Ranked homepage for Primary keyword “Playwright Analytics” within 4 monthsRanked 27 Landing pages and 15+ Blogs for high-intent keywordsBuilt ~640 backlinks through partnerships and outreachImproved indexing, coverage, and crawl health using Google Search ConsoleSupported product launch visibility with SEO input for Product HuntOptimized for AI search visibility including AI Overviews and answer mentionsWorked with Website Developers and App Developers and Designers in daily operations and Coordination	

Tools & Platforms

- Google Search console
- Google Analytics 4
- WordPress CMS
- SEMrush
- Google Keyword Planner
- Canva

Skills

- Keyword Research
- On-Page SEO
- Off-Page SEO
- Internal Linking
- Content Strategy
- Link Building

Certifications

- Google SEO Certification | UC Davis via Coursera (Sep 2024)
- Google Digital Marketing & E-commerce | Google via Coursera (Sep 2024)
- Meta Social Media Marketing | Meta via Coursera (Sep 2024)

Internships

- Pantaloons (ABFRL) | Retail Marketing & Management (Sep – Nov 2024)
- Happequity Investments & Finance | Digital Marketing Internship (May – July 2023)