

RESUME

Name: Utkarsh Sunil Wani

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CAREER OBJECTIVE

Looking forward for a position where I can further enhance an existing strong digital marketing goal for my team with learning and implementing the latest online marketing strategies.

PROFECTIONAL SKILLS

Search Engine Optimization (SEO):

On Page Optimization:

- Keyword strategy v/s Competitors keyword performances
- Website structuring & design suggestions.
- Keyword research and analysis
- Hyperlink Optimization & Meta description suggestions
- Optimizing internal linking structure (Navigation)
- Content Optimization
- Image Optimization, Local Business Optimization (LBLO)
- Optimizing HTML/XML sitemap, Created and updated Robots.txt file, 301/302 redirection.

Off Page Optimization:

- Directory Submission (Do-Follow Directories only)
- Social bookmarking
- Quora
- Classified Ads
- Facebook page optimization
- Twitter strategies
- Article Submission
- Blog Submission

Analysis Tool Used:

- Google Analytics
- Google Webmaster

Social Media Marketing (SMM):

- Managing Social Accounts for clients like Facebook Fan Page, LinkedIn Company Page, Twitter.
- Adding Quality Content on the website and sharing it on social networking sites to increase awareness and traffic. Establishing your online identity and message.
- Drive traffic with news & discussions, monitoring social media performance.

WORK EXPERIENCE

No.	Company Name	Role	Year	Duration
1	Cloud Console (Pune)	SEO Executive	1 yr 2 months	Dec 2018- jan 2020
2	Alexa Reports (Pune)	SEO Executive	3 Months	Jan 2020- mar 2020

EDUCATIONAL QUALIFICATION

- Passed **B.Sc.** in K. K. Wagh (Nashik)
- Passed **HSC** from Janata English School (Nashik)
- Passed **SSC** from CDO Meri high school (Nashik)

PERSONAL DETAILS

Date of Birth : 18TH Jan 1997
Address (permanent): Dindori, Nashik
Languages Known: English, Hindi, and Marathi.

DECLARATION

I am here declared that the above information is true and documents/certificates will be presented as and when required.

Date-

Place: Pune

Utkarsh Sunil Wani

