

RESUME

ARJUN SHINDE

Email-arjunshinde11@gmail.com

Mobile: +917798255959

SUMMARY

Strategic, marketing savvy SEO Executive with 3+ years experience with interactive and social media. Comprehensive knowledge and hands on experience with Social Networks, Communities, Blogs, Analytics, Email and SEO.

My background is solidly rooted in the world of web development and project management. I have spent the one year combining my technical and people management skills with the area of Search Engine Optimization (SEO) and Online Marketing.

My goal is to effectively bridge the divide between Search Engine Marketing and Online Businesses.

CAREER OBJECTIVE

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEM/SEO, Online Marketing and Analytical skills in the latest IT industry especially to excel in the field of SEO/SEM (Internet Marketing / Search Engine Optimization), and E-mail Marketing.

Obtain permanent full time employment in an environment that will allow me to utilize my professional and interpersonal skills, while promoting personal growth.

CAREER HIGHLIGHTS

**Working as Sr. SEO Executive in Webwing Technologies(P)Ltd,Nashik
(SEP 2015 –Current)**

**Working as SEO Executive in Dotphi Solutions(P)Ltd,Nashik
(JAN 2015 –AUG 2015)**

EDUCATION

BE (InformationTechnology)	2014
Diploma Passed from MSBTE	2011
10 th Passed from State Board	2008

SKILLS

- Provide strategic planning for all SEM and SEO initiatives and lead the execution process.
- Develop monthly plans to promote existing sites and offerings, new product launches and key initiatives.
- Develop strategy and execute plan for growth of organic traffic following industry best practices and usability guidelines.
- Partner cross-functional groups and teams, such as Classifieds, News, Creative and Web Development, and provide support for proper implementation of SEO recommendations for business related sites.
- Keep up to date with latest search engine trends and technologies to ensure peak performance on all search initiatives.
- Define and provide SEO/SEM requirements and guidelines for bloggers, mobile sites and new applications for top rank and traffic acquisition.
- Performed analysis of online metrics and developed online marketing strategies to promote companies websites.

TECHNICAL SPECIALIZATION

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- PPC and Affiliate Marketing
- Generating Leads, Sales and Relative Traffic through Online
- Conversion Optimization
- Google Ad sense & Google Ad words (PPC)
- Google Analytics & Webmaster tool
- Online Marketing & Branding
- Viral Marketing & Direct Marketing
- Market Research and Industry Analysis

Keyword Research:

- Researching the best keywords using tool as Google Ad words, with less competition and high search volume for high Ranking of website.

On-Page Optimization:

- Meta Tag Optimization, Website Audit, Competitor Analysis, Keywords Selection, Content optimization, Schema Implementation, AMP, W3C Validation, Google Webmaster Tool and Google Analytics Tool.

Off Page Optimization:

- Search Engines Submission (Google, Yahoo, Bing, MSN etc.)
- Local Search Engines Submission (Google Local, Yahoo Local, Msn Local Etc.)
- Directory Submission (One Way Links)
- Guest Posting
- Quality Link Building (Relevant + Uniqueness + Authority)
- Article submission
- Press Releases
- Blog Submission (blogger.com, wordpress.com, livejournal.com, xanga.com, bloglines.com, myspace.com, blog.com)
- Forum Submission
- Link Exchange (With Website Related Sites)
- Social Media Optimization
- Feed Submission
- Competitor Watch
- Google Ad words: - PPC, Ad Creation, Bid Management etc.

PERSONAL PROFILE

Name	:	Arjun Shinde
Date of Birth	:	1 st Jun, 1992
Father's name	:	Mr. Chandrabhan Shinde
Sex	:	Male
Marital Status	:	Single
Languages Known	:	English ,Hindi and Marathi
Nationality	:	Indian

DECLARATION

I Consider myself familiar with above mentioned skills. I am also Confident of my ability to work in a Team.

I hereby declare that the Information Furnished above is true to the best of my knowledge.

Place: Nashik

Date:

(ARJUN SHINDE)