**Resume**

**Name:** Kedar Vijay wagh **Email :** [**Kedarwagh39@gmail.com**](mailto:Kedarwagh39@gmail.com)

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**Objective:**

To secure a challenging position in a reputable organization to expand my learning, knowledge, and skills.

# Profile Status :

1. I Have 4months Experience in Corazon Homes as Real Estate Consultant

**Position –** Sales Executive (From June - Oct2019)

1. Completed Internship At Digital Marketing Studio Nasik.(1st Oct 2019 to june2020)
2. Currently Working Anuradha Art Jewellery as Digital Marketing Executive (5june – ongoing )

**Key Skills:**

Search Engine Optimization: In Keyword Research Focus Keyword, Generic Keyword, Short tail Keywords, Long Tail Keywords

In On Page Optimization - On Page Strategy

Meta Title, Meta Description, Meta Url, Competitor Analysis (Position, Public Keyword Ranking) In Off Page Optimization - Off Page Strategy Off Line Submission With High DA and PA Sites

On Blog Submission sites, Directory Submission sites , PPT Submission sites

Document Submission sites, Video Submission sites, Article Submission sites, Social Bookmarking Submission sites, Pdf Submission sites, Que. and ans Submission sites

Social media optimization: Social Media Marketing Strategy Knowledge In Social Media Paid Campaign.

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| --- | --- |
| **Wordpress :**  Selecting Domain and Hosting Basics Of Wordpress  Website Optimization Installing Wordpress Plug in SEO Friendly Blog Posting  Page Wise Analysis | **Google Tag Manager :** Activities – Forum Submission Scroll Depth  Clicking Events Download Pdf DOC File Analysis |
| **Facebook Business :** Campaign Management Targeting Audience Create Ad Set & Ads  Bid Strategy Remarketing | **Google ad-words :** Keyword Analysis Campaign Management Create Ad groups & Ads Bid Strategy  Remarketing |

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| **Google webmaster:**  Google Webmaster Report Crawling Errors & Status Traffic Search International Targeting Structure Data  Rich Cards , Site link Google Index Report Site Link Search Box  Robot.Txt & Sitemap Updating Analyzing  User and Search Engine Behaviors Towards Our Pages | **Google Analytics :**  Google Analytics Report  Real Time Visitors Performance Tracking Event Tracking  Goal Management Traffic Channel Analysis Audience Overview Track User Behavior Page wise Analysis |
| **Tools Used:**  Google Keyword Planner Tool Google Webmaster Tool Google Analytics  Google Tag Manager Google Ad-Word  Facebook Business Manager  Email Marketing Tools ( Zoho & Mailchimp) Screaming Frog & Check My Domain(Sitemap  Generation Tool) | Wordpress : Yoast SEO  SEO Quake ( Keyword Density) Google light house  W3C Validater tool GTMetrics  Google Page Speed Insight Tool (Website Performance Analysis)  Grammarly & Plagiarism |

**Certifications:**

* Advanced Digital Marketing - Digital Marketing Studio, Nashik

**Education:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **University** | **Institute** | **%** |
| Bsc (Comp-Sci) | Pune University | K.S.K.W College Uttam Nagar | 51.50 |
| HSC | Pune University | DD Bytco College | 47.17 |
| SSC | SSC | Rachana High School | 65 |

**Interest:**

Chess, Travelling and exploring new places

# Internship Projects:

1. **Koynanagar Green Valley :**

**Activity :** Search Engine Optimization , Keyword Research ,Competitor Analysis , Plug ins Installation , Content Optimization ,Content Writing

I have posted A Blog On **“Pratapgad Fort Information ”** On 19 Dec 2019 Currently Blog Ranking is 9th on Google , On Yahoo 9th Rank and On Bing 7th rank.

# Peacock Hills :

**Project Specification:-** Residential And Commercial NA Plots In Mhasarul Nashik

# Project Activities:

Keyword Analysis For SEO & Google Search Campaign

Campaign Management In Facebook Social Marketing As well as Google Adwords Contribution in Pre Launch Marketing Strategy And Launching.

Tracked Campaigns Response In Google Analytics.

Target audience as per their profession which may show interest in our project or might fulfill their need

set the conversion code for website calls etc.

before launching the landing page we create conversion code for enquiry form, landing page, phone calls

**Campaign Architecture**

1.Project Analysis

2. Competitors Analysis

3.Suitable and needy user for Project

4.Create Landing page and create Google GTM codes, Analytics codes ,Conversion code for webpage as well as calls

5.Set Campaign and get Optimize

6.Using GTM keep look at user Behavior for performance improvement also any technical issue

7.Using Remarketing Feature target only pure audience

Objective Of this Campaign is to reach maximum pure Audience

8. To Check Performance of marketing medium particularly we build URL using URL Builder Tool

In Our First campaign we create some suspense that our project in coming in this location in

middle class budget after this campaign create our presence and name in audience.

In First campaign is optimized so we got interested and pure audience so we use it as remarketing

now our focus was only on this audience only we provide Phone numbers as well as enquiry forms so

we get the proper data of audience

In Second Campaign we keep the suspense and just for curiosity give budget of the plots we call the

audience and give an appointment.

In this campaign using remarketing we hammer the project details and availability, how much project

is sold also project USP

To improve Performance Using the Analytics Tool We keep watch on user so that if any technical issue

So we will get it , and solved it

# Declaration:

I hereby certify that all the information provided above is true to the best of my Knowledge.

# Place: Nasik Kedar Wagh

**Date:**