|  |  |  |
| --- | --- | --- |
| Roshan Dhananjay Mahale.  Email- [roshan77mahale@gmail.com](mailto:roshan77mahale@gmail.com)  🕾(M)- +91 9422968486 |  | |
| **Career Objective:** | |

* To be a part of an organization that will provide a platform to utilize my skills to the fullest and develop products of high quality where learning is continuous process.

|  |
| --- |
| **Professional Experience :** |

* I have 1.7 years of Experience in Digital Marketing Field.

|  |
| --- |
| **Current Working :** |

**Designation :**.Jr. SEO Executive.21/04/2017-Till

**Company Name:** Avenues India PVT LTD.

**Address :**  Level II, Plaza Asiad, S. V. Road, Santa Cruz (West), Mumbai-

400054, India.

|  |
| --- |
| **Technical Skills :** |

|  |  |
| --- | --- |
| **Digital Marketing Functional Area** | **Practical Work Done** |
| **SEO Activities** | * On page optimization ( designing & Content stuff) * Keyword research & Analysis * Off page optimization ( Promotional stuff with other website to get quality back links) * Back linking, Directory submission, listing on portals, search engine submission, article submission, social bookmarking. * Blogging, Add on free sites. * Working on particular keyword * Google Analytics, Google Webmaster. |
| **Google Ad words and Display ad** | * Campaign Design , adding keywords , adding extensions * Working on minimum budget & maximum responses * Changing Budget, Keywords, schedule according to situation & responses. |
| **SMO ( Social Media Optimization )** | * Different activities on Facebook, LinkedIn, twitter to get maximum views. * Collecting Data from social sites for mass mailing |

|  |
| --- |
| **Educational Qualification:** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course** | **Branch** | **Name of Institute** | **University / Board** | **Year of Passing** | **Percentage** |
| B.E. | Information Technology | SNJB College of Engineering, Chandwad (Nasik). | Pune | 2015 | 60.91 % |
| Diploma | Information Technology | K.K Wagh Polytechnic, Nasik. | M.S.B.T.E. | 2011 | 71.13% |
| S.S.C. | ------ | New English School,Palkhed. | Pune | 2008 | 73.38% |

|  |
| --- |
| **Computer Proficiency:** |

|  |  |  |  |
| --- | --- | --- | --- |
| * Application Software * IDE | :-  :- | MS Office 2003 / 2007 / 2010.  Eclipse, Net beans. | |
| * Operating System | :- | Windows- XP /Win 7/Win 8/ Win 8.1 / iMac. |

|  |
| --- |
| **Communication:** |

* English, Hindi, Marathi.

|  |
| --- |
| **Final Year Project Details:** |

**Title** :Multi-cloud data security using Shamir secret algorithm.

**Technologies :** JAVA

**Backend** : Oracle

Using Shamir’s secret algorithm and permutations and combination we divide the single file or data in different part and store it on different cloud servers.

|  |
| --- |
| **Extra-Curricular Activities:** |

1. **Published Paper:** “Multi-cloud data security using Shamir’s secret algorithm.” Published at IJMTER. Paper ID CS053 Page 294-29.
2. Actively participated in College Hockey Team.

|  |
| --- |
| **Personal Strength:** |

* Practical way of thinking.
* Learns new things quickly and adapt to new environment easily.
* Disciplined and Honest.
* Good team player and positive attitude.

|  |
| --- |
| **Couse:** |

* Digital Marketing @ School of digital marketing Pune.

|  |
| --- |
| **Work Experience:** |

**Designation :** SEO Analyst 21/12/2015-10/06/2016

**Company Name:** Online Biz Solution **Kondwa, Pune**

* Created comprehensive metrics and generated web traffic reports based on those metrics.
* Worked closely with marketing partners to develop link building programs for clients.
* Responsible for maintaining SEO guidelines and integrity on each customer website.

**Designation :** SEO Analyst 25/6/2016 – 11/01/2017

* I worked on different Free-Lancing SEO projects.

**Designation :** Digital Marketing Executive.28/12/2016-07/04/2017

**Company Name:** OBEISANCE SYSTEM PVT. LTD. **Hadapsar, Pune**

* Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
* Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
* Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
* Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects

|  |
| --- |
| **Personal Information:** |

* **Name :** Roshan D. Mahale.
* **Father's Name :** Dhananjay J. Mahale.
* **Gender :**  Male.
* **Marital Status :** Single.
* **Date of Birth :** 05 – 06 – 1992.
* **Permanent Address :** A/P:- Palkhed, Tal:-Niphad,

Dist:-Nasik.

* **Local Address :** Fl.No. B-304, Swapna sankul,

Tushar Park, Dhanori, Pune-15.