

DIPAK JADHAV

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PROFESSIONAL SUMMARY

An innovative SEO Specialist with more than 4 years of experience, specializing in project management, copywriting, link building, and competitive analysis. A proven track record of leading digital marketing initiatives to increase organic traffic and conversions for high-value client accounts.

WORK EXPERIENCE

MASAI SCHOOL

SEO Specialist

India

June 2022 - April 2023

- Conduct comprehensive keyword research to identify relevant and high-performing keywords for the website's content.
- Optimize website content, including headlines, meta tags, images, and internal links, to align with targeted keywords and improve search engine rankings.
- Ensure content follows SEO best practices, such as proper keyword density, readability, and use of semantic HTML.
- Collaborate with the technical team to implement on-site optimizations, including schema markup, XML sitemaps, robots.txt, and canonical tags.
- Regularly audit the website for crawlability, indexing, and other technical issues, and work to resolve them promptly.
- Collaborate effectively with cross-functional teams, including marketing, design, development, and content, to achieve SEO goals.
- Communicate SEO strategies, updates, and progress to stakeholders in a clear and concise manner.

UTOBO INC

SEO Specialist

India

March 2021 - Dec 2021

- Conduct A/B tests and experiments to optimize different facets of the website, such as titles, meta descriptions, and content formats.
- Monitor and analyze website performance through tools such as Google Analytics and Search Console.
- Deliver routine reports on key SEO metrics, traffic patterns, and performance indicators to inform marketing strategies.
- Develop and execute off-page strategies to cultivate authoritative backlinks, bolstering the website's credibility and domain authority.
- Foster relationships with relevant industry influencers, bloggers, and websites to capitalize on link-building opportunities.
- Contribute to the formulation of a comprehensive content strategy, aligning with SEO goals and user preferences.
- Offer SEO insights to content creators and ensure all new content adheres to optimization standards.
- Foster effective collaboration with multifunctional teams, including marketing, design, development, and content, to realize SEO objectives.

PRINTONLINESTORE PVT LTD

Social Media Marketing Intern

India

Aug 2020 - Nov 2020

- Assist in developing engaging and visually appealing social media content, including graphics, images, videos, and captions.
- Ensure content aligns with the brand's tone, messaging, and visual identity.
- Collaborate with the marketing team to schedule and publish posts on various social media platforms, adhering to an organized content calendar.
- Assist in tracking social media performance metrics, including likes, shares, comments, and follower growth.
- Summarize key insights from analytics and contribute to regular performance reports.
- Contribute fresh and innovative ideas for social media campaigns, contests, and other engagement initiatives.

IIDE DIGITAL SCHOOL

Digital Marketing Intern

India

Nov 2019 - April 2020

- Assist in creating engaging and relevant content for digital platforms, including social media, blogs, emails, and website.
- Support the execution of email marketing campaigns, including drafting email content, designing templates, and analyzing campaign performance.
- Aid in the setup and management of digital advertising campaigns on platforms such as Google Ads and social media channels.
- Assist in creating and managing social media ad campaigns, including audience targeting, ad copywriting, and performance monitoring.
- Support CRO initiatives by assisting in A/B testing, landing page optimization, and user journey analysis.

INTERNSHALA PVT LTD

Internshala Student Partner (ISP 12)

India

Feb 2019 - July 2019

- Promote Internshala's platform and services within your college campus to increase brand visibility and awareness.
- Share information about internships, workshops, and training programs offered by Internshala to fellow students.
- Build and maintain strong relationships with student organizations, clubs, faculty, and administrators to collaborate on promotional activities.
- Create engaging and informative content such as blog posts, social media posts, and videos to showcase the benefits of using Internshala.
- Act as a mentor and guide to fellow students, helping them navigate the platform, discover opportunities, and make the most of their Internshala experience.

TRIPPIN TRAVELLER PVT LTD

SEO & Content Writing Intern

India

June 2018 - Nov 2018

- Collaborate with the technical team to implement on-site optimizations, such as schema markup, XML sitemaps, and internal linking.
- Review existing content and provide recommendations for optimization, including improving readability, keyword density, and user engagement.
- Write engaging and informative travel-related articles, blog posts, and other content pieces that resonate with the target audience.
- Adhere to content guidelines, brand tone, and SEO requirements while maintaining a creative and engaging writing style.
- Keep up-to-date with the latest SEO and content marketing trends, algorithm updates, and best practices.

SKILLS

Technical Skills: ON/OFF Page SEO, Local & Technical SEO, Keyword Research, Content Writing, Link Building, Competition Analysis, Data Analysis, SEO Tools.

Languages: Fluent in English, Hindi, Marathi.

Certifications & Training: Technical SEO course with Bastian Grimm by Semrush Academy, Digital Skills Web Analytics by Accenture, Digital Skills Digital Marketing by Accenture, Affiliate Marketing Course by Emarketing Institute, SEO Certification Course by Emarketing Institute.

EDUCATION

SAVITRIBAI PHULE PUNE UNIVERSITY

Bachelor of Engineering
Major in Mechanical Engineering
First Class with Distinction

India

May 2012 - May 2016

SEO TOOLS

Analytics & Research: Google Analytics (UA3/GA4), Screaming Frog, SEMrush, Ahrefs, Moz, Linkgraph, CopyAI, Google Trends, Google Search Console, Google Keyword Planner.

Standard: Canva, Google Docs/Sheets, WordPress, Google Data Studio, Google Tag Manager, Yoast SEO, Rankmath SEO.

EXTRA CURRICULAR ACTIVITIES

- 2nd prize winner in blogchatter **GROWING BUSINESS TOGETHER** blogging competition in association with growth matters forum sponsored by **SAP india**.