

# SAGAR GANATRA

DIGITAL MARKETING MANAGER | SEO MANAGER

## CONTACT

+91942-64-27143  
oceanganatra@gmail.com  
www.aregb.com  
Rajkot., India.

## SKILLS

- Quick learning
- Problem solving
- Adaptability
- Listening
- Time management
- Time estimation
- Research
- Teamwork
- People management
- Responsibility

## EDUCATION

B.Sc. (IT)  
**AIMS**  
2006-2009  
B.Sc. (IT) (56.00%)

## LANGUAGES

English  
Hindi  
Gujarati

## PROFILE

As a self-motivated, well-experienced digital marketer with a proven track record in SEO, marketing, planning, and creative strategy building, I have a proven ability to execute result-oriented plans. My expertise includes website management, ad campaign communication, and project management.

## EXPERIENCE (13 YEARS)

### Digital Marketing Manager cum SaaS Digital Salesperson

Irispeak Technologies Ltd. 2021- Present

- Developing and executing a digital marketing plan.
- Building high-quality backlinks.
- Managing the day-to-day operations of the digital marketing team, including setting goals, allocating resources, and monitoring progress.
- Creating and publishing engaging content, such as blog posts, social media posts, email newsletters, and landing pages.
- Analyzing and interpreting data to measure the effectiveness of digital marketing campaigns and make data-driven decisions.
- Collaborating with other teams, such as product development, sales, and customer service, to ensure a cohesive and integrated approach to marketing.
- Managing budgets and forecasting future marketing expenditures.
- Staying up-to-date with industry trends and emerging technologies in digital marketing.

## TECHNICAL SKILLS

- Proficient in marketing automation software such as Zoho, SEMRUSH and MOZ.
- Knowledge of SEO best practices and techniques.
- Experience with social media management tools.
- Knowledge of email marketing platforms like Mailchimp and Sendgrid.
- Experience with website analytics tools, including Google Analytics and Adobe Analytics.
- Expert in content management systems, including WordPress.
- Proficient in design software such as Photoshop and Illustrator.
- Knowledge of HTML and CSS.
- Experience with paid advertising platforms like Google & FB Ads.
- Link building, article submissions, press releases, and classified marketing.
- Content optimization, keyword analysis, RSS feed, blog submissions, directory submissions, Yahoo Answers.
- Social media optimization, social bookmarking, micro website creation, profile branding, product feed submission in shopping sites, web 2.0 site submission, W3 validation, forum/blog commenting.
- Implementing ethical/white-hat SEO techniques to achieve high rankings for various keywords.
- PPC, Paid Google Remarketing, Facebook Remarketing.

# SAGAR GANATRA

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## EXPERTISE

- WordPress,
- Adobe Photoshop
- Campaign Monitor
- SendGrid,
- AWeber
- Moz
- SEMrush
- HubSpot
- Buzz Sumo
- Mailchimp
- Zoho CRM
- Moz
- Ahref
- SEMrush
- Google webmaster tools
- Google Analytics
- Google Adwords
- Google AdSense
- Trello
- KissMetrics

## REFERENCES

### Ronak

+919426427143

ronak@softnweb.in

### Yasin

+919426427143

iquallinfo@gmail.com

## WORK EXPERIENCE

### Digital Marketing Manager

Bite Bank Media

2018-2022

- Developed and implemented a digital marketing strategy for the company.
- Identified target audiences and creating marketing campaigns that are tailored to their needs and preferences.
- Managed and optimized search engine marketing (SEM) and search engine optimization (SEO) campaigns to increase the visibility of the company's website and drive traffic to it.
- Developed and managed social media marketing campaigns to build brand awareness and engage with customers.
- Collaborating with the sales team to develop and execute lead generation and conversion strategies.

### Digital Marketing & Digital Sales Expert Virtual Assistant

Aregb

2016-2018

- Developed and implemented digital marketing campaigns.
- Determined which digital channels will be most effective for reaching the desired audience.
- Analyzed the success of marketing campaigns using Google Analytics and social media analytics.
- Provided digital sales support, assisting with the creation of sales materials, responding to customer inquiries, and managing the sales process through digital channels.

### An eCommerce SEO Manager & PPC Expert

TheClassyHome

2020-2022

- A SEO Manager & PPC Expert Clone Specialist - Elluminati Oct 2015 → Dec 2016
- A SEO Analyst Cum Project Manager - I-Quall Info way Dec 2014 → Sep 2015
- A SEO Team Leader - Sakshi info way Pvt. Ltd Oct 2013 → Nov 2014 • 14 mos
- A SEO Team Leader - Techno Empire Systems Sep 2011 → Sep 2013 • 25 mos
- SEO Analyst - Devbpo Jan 2010 → Aug 2011 • 20 mos

### Special Mentions

- Customer Satisfaction & ROI measurement & management
- Driving Leads and real clients for large, medium & small-scale companies through strategic business marketing
- Deft in drafting recommendations, reviewing SEO campaigns and outlining strategies with proven abilities in interacting with Web Developers, Content writers, and Clients.

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DIGITAL MARKETING MANAGER | SEO MANAGER

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TO WHOM IT MAY CONCERN,

I am writing to express my interest in the position of Digital Marketing Manager at your company. As a self-motivated and well-experienced digital marketer with a proven track record in SEO, marketing, planning, and creative strategy building, I am confident that I would be a valuable asset to your team.

With over 13 years of experience in the field, I possess a wealth of skills and knowledge that make me an ideal candidate for the position. My expertise includes website management, ad campaign communication, and project management. Additionally, I am proficient in a variety of marketing automation software, such as Marketo and HubSpot, and I have a deep understanding of SEO best practices and techniques.

I also have experience with social media management tools, including Hootsuite and Buffer, as well as social media optimization, social bookmarking, and networking. I have knowledge of email marketing platforms like Mailchimp, as well as website analytics tools, including Google Analytics and Adobe Analytics. I am also an expert in content management systems, including WordPress, and proficient in design software such as Photoshop and Illustrator.

I have experience with paid advertising platforms like Google and FB Ads, Link building, article submissions, press releases, classified marketing, Content optimization, keyword analysis, RSS feed, blog submissions, directory submissions, Yahoo answers, Social media optimization, social bookmarking, micro website creation, profile branding, product feed submission in shopping site, web 2.0 site submission, W3 validation, forum/blog commenting, Implementing ethical/white-hat SEO techniques to achieve high rankings for various keywords, PPC, Paid Google Remarketing, Facebook Remarketing,

I am committed to staying up-to-date with industry trends and emerging technologies in digital marketing, and I am always eager to learn and grow in my field. My quick learning and adaptability, problem-solving, teamwork, people management, responsibility and time management skills are my strengths and I am sure these will be a valuable assets for the company.

Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further and learn more about how I can contribute to the success of your company.

SINCERELY,



SAGAR GANATRA

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