



SHRIVATSA GARODIA

DIGITAL MARKETER

CONTACT

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EDUCATION

2019-2022

The Bhawanipur Education society

BCOM Honours (2022)- 73% Marketing

2005-2019

Lakshmipat Singhanian Academy

Class 12 (2019)- 84% (commerce)

Class 10 (2017) - 66% (Non boards)

SKILLS

- SEO
- link building
- Artificial intelligence
- Social media marketing
- Outreach
- Email Marketing
- Leadership

CERTIFICATION

- Full Stack Digital Marketing Programme From NIIT Stack Route

WORK EXPERIENCE

Rise OTB (Walmart USA) SEO Process process analysis (2023 March - Present)

- Conducted quality assurance checks over 20,000+ products to ensure accuracy, consistency, and compliance with brand standards
- Optimised over 20,000 product titles and meta descriptions for grammar, clarity, and SEO performance
- Performed routine SEO audits to identify gaps and implement data-driven improvements
- Supported AI model training through meticulous data preparation and validation.
- Engaged directly with clients to understand requirements and deliver customised SEO solutions
- Led and managed a team of 20 members, providing guidance, task allocation, and performance oversight

Thrillophilia SEO Intern (November 2022 - 2023 Febuary)

- Assisted in establishing the Hey Himalayas domain by publishing over 100 of 182 pages, including quick links and interlinking for improved navigation
- Conducted keyword research and competitor analysis for Thrillophilia, outreaching to secure 24 backlinks with a \$250 investment
- Enhanced online presence through 1,000+ submissions, including bookmarking, classified ads, directories, and image platforms

Freelancing projects

SEO Team Lead Academics Assignments (August- January)

- Mentored an SEO intern while implementing current trends to improve website domain authority and backlink profile
- Managed guest posting submissions within a \$150 monthly budget, and conducted regular site audits and keyword research to optimise performance

Sway Social Performace Marketing (January 2024 - Current)

- Conducted keyword and hashtag research to boost social media visibility
- Executed targeted Meta and Google Ads campaigns to drive traffic and engagement