

# AJAY KAILAS DAPHAL (*Digital Marketing Executive*)

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## PROFILE SUMMARY & OBJECTIVE

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Enthusiastic and results-driven digital marketer with hands-on experience in Search Engine Optimization, Social Media Marketing, and Pay-Per-Click advertising. Proven ability to optimize online presence through strategic planning, engaging content creation, and successful campaign management. Seeking to leverage a comprehensive skill set in digital marketing to drive brand visibility, increase online engagement, and deliver measurable results for a dynamic and growth-focused organization.

## Professional Experience

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### RMP ENGINEERING AND AUTOMATION

[ JAN- 2022 TO DEC -2023]

#### SEARCH ENGINE OPTIMIZATION (SEO):

- laborated on time-sensitive tasks with the SEO team, implementing On-Page and Off-Page SEO strategies, and optimizing copy and landing pages for enhanced SEO
- Conducted and engaged in effective Link Building activities (Guest Post, Comment, Web 2.0)
- Analyzed competitors' link profiles, identifying and capitalizing on valuable opportunities while
- consistently contributing diverse blogs to enhance online presence

#### SOCIAL MEDIA MARKETING:

- Developed, curated, and organized engaging content while optimizing Social Media accounts
- Generated, edited, published, and shared compelling content, contributing to the planned and monitored company's social media presence.
- Launched optimized online Social Media advertisements, effectively increasing brand awareness.

#### PAY-PER-CLICK (PPC):

- Launched and optimized PPC campaigns via Google AdWords and managed accounts on search platforms, including Google AdWords and Bing.
- Conducted Keyword Research Analysis, implemented Audience Targeting, and monitored budgets
- Tracked KPIs to assess performance, identified areas for improvement, crafted concise and attractive copy for AdWords, and proposed/developed new campaigns across various channels.

### DIGITIZE BRAND HUB INDIA PVT LTD [WHF -Internship]

( AUG- 2023 TO NOV- 2023)

- Fundamental of digital marketing
- website design through Wordpress
- Google ads ,Facebook Ads ,Quara Ads ,Twitter Ads,Linkedin Ads
- Video editing through Film mora.
- Image editing Tool Canva
- Affiliate marketing through Amazon , Flipkart .
- On Page/ Off Page Seo
- Content Creation ,key Word Research.
- Plugin Instalation ,Wordpress Theme customization
- Google Analytics ,Google Search Console
- Image Optimization ,Content Optimization ,Landing page design

## SKILLS

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- Search Engine Optimization (SEO): Keyword Research, On-Page SEO, Off-Page SEO, Link Building
- Social Media Marketing: Content Development, Account Optimization, Advertising, Monitoring.
- Pay-Per-Click (PPC): Campaign Optimization, Keyword Analysis, Audience Targeting, Budget Management, Copywriting.
- Digital Marketing Tools: Google web master, MOZ, Alexa,Sem Rush, Ahrefs, Mail chimp, Open link profiler.

## **CERTIFICATE**

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1] Fundamental Of Digital Marketing

2] Website design through Wordpress

3] Google Ads Search

## **EDUCATION**

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**Integrated - B.A. 2017-2020**

**[ YCMOU - Pune, Maharashtra ]**

## **DECLARATION**

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"I hereby declare that the contents of my resume are accurate to the best of my knowledge."