

Karan Bhatiya

Digital Marketing – SEO

LinkedIn: <https://www.linkedin.com/in/karan-bhatiya/>

GitHub: <https://github.com/Karan-169/Projects->

Email: karanbhatiya819@gmail.com

Mobile: 7724949535

SUMMARY

MBA graduate with expertise in digital marketing and SEO, specializing in content optimization, keyword research, and analytics-driven strategies. Proficient in Google Analytics, SEMrush, and Search Console to track campaign performance and optimize rankings. Passionate about leveraging data insights to enhance user engagement and visibility.

SKILLS

- **SEO & Digital Marketing:** On-page & Off-page SEO, Technical SEO, Keyword Research, Link Building, Competitor Analysis, SEO Audits
- **Marketing Tools:** Google Analytics, SEMrush, Google Search Console, WordPress, Google Data Studio
- **Social Media & Content:** Content Optimization, Social Media Strategies, Email Marketing Basics
- **Data & Analytics:** Power BI, Tableau, Excel, Web Analytics
- **Soft Skills:** Communication, Problem-Solving, Time Management, Collaboration

CERTIFICATIONS

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| • SEO For Beginners – Great Learning | November 2024 |
| • Navigation On-page and Technical SEO – SEMrush | October 2024 |
| • Data Analysis and Visualization with Power BI - Microsoft | September 2024 |
| • Google Data Analyst Professional Certificate - Google | August 2024 |

EDUCATION

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|---|----------------|
| MBA - Information Technology and Finance
Takshshila Institute of Engineering and Technology, Jabalpur | September 2024 |
| BBA - Marketing
Shri Guru Teg Bahadur Khalsa College, Jabalpur | May 2022 |

PROFESSIONAL EXPERIENCE

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| Technocolabs Software Pvt. Ltd.
Data Analyst Intern Remote <ul style="list-style-type: none">• Performed data analysis using SQL & Power BI to track digital marketing KPIs.• Visualized key metrics to provide actionable insights for marketing campaigns. | September 2024- November 2024 |
| R Dot Ventures
Digital Marketing Intern Remote <ul style="list-style-type: none">• Conducted SEO audits, resolving issues to improve website health by 15%.• Optimized on-page SEO elements, boosting organic traffic by 20%.• Used Google Analytics & SEMrush to track performance and keyword trends.• Developed content strategies to enhance search engine rankings. | November 2023 – January 2024 |

KEY PROJECTS

- Portfolio Website Development**
- Built a WordPress portfolio website to showcase expertise in digital marketing and analytics.
 - Integrated SEO techniques to improve visibility and search rankings.
- Google Analytics and SEO Performance Monitoring**
- Tracked Flipkart website traffic and keyword performance using Google Analytics and SEMrush.
 - Optimized SEO strategies to enhance search engine rankings and organic traffic.
- Employee Attrition Analysis Dashboard**
- Developed using Power BI to provide insights into employee turnover and suggest retention strategies.
 - Delivered actionable insights through data visualization