

CURRICULUM VITAE

Shreyas Chintaram Raut.

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Career Objective:

To obtain a long-term career with an organization this has a strong background that provides good opportunity for enhancement of professional and personal status.

PROFESSIONAL EXPERIENCE:

SEO Executive at DVIO Digital:

Duration: Mar 2020 to Present

Roles and Responsibilities:

On Page Optimization:

- Responsible for **On-Page Search Engine Optimization**/SEO through Meta tags optimization, image optimization, XML sitemap creation/submission, robots.txt file creation and submission, Google Analytics, landing page optimization, Canonical URL set up, Page Content Optimization, XML and HTML site map creation.
- Keyword Research: Research on what keywords can be targeted for the site.
- Keyword Finalization: To come up with the final list of keywords which we will target on the website.
- Competitor Analysis: Competitor analysis on what keywords the competitors are using.
- Checking Keyword Density: Check the overall density of the keywords on the site.
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Performing **Web Analytics** (analysis of web traffic using various tools like: Google webmaster tool, Google keyword planner, Google analytics tool)
- Responsible for GMB listings, Posts and checking insights.
- Analysis and maintain weekly report (data) to Google analytics, search console.

OFF Page Optimization:

- Search Engine Submission, Directory Submission, Social Bookmarking, Link Exchange, Photo Sharing, Video Promotions, Article Submission, Classifieds Submission, Question and Answer, PPT/PDF Submission, Blog URL Submission.
- Contacting with Bloggers through email for Link building.

SEO tools:

- Keyword Planner Tool
- Google Trends
- Web Master Tool/Search Console
- Google Analytics

- SEMrush
- Ahref

SEO Trainee at Digitize brand Hub (India) Pvt Ltd. (5 months)

Roles and Responsibilities:

- Responsible for **On-Page Search Engine Optimization**/SEO through Meta tags optimization, image optimization, XML sitemap creation/submission, robots.txt file creation and submission, Google Analytics, landing page optimization, Canonical URL set up.
- Responsible for **Off-Page Search Engine Optimization**/SEO through Link building, directories submissions, discussion in groups, comment writing
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Responsible for planning and implementation of the brand strategy across various channels and platforms for products and services
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Performing **Web Analytics** (analysis of web traffic using various tools like: Google webmaster tool, Google keyword planner, Google analytics tool)

SEO tools:

- Keyword Planner Tool
- SPYFU
- Web Master Tool/Search Console
- Google Analytics

Western India Electro Medical System Pvt Ltd. Pune:

Duration: May 2018 to Sep 2018

Roles and Responsibilities: To reach-out to the prospective client and attend to their requirement. To travel extensively as and when required for the same.

Educational Qualification:

- Master of Business Administration in (Marketing and Operation Management) from Gondwana University 2020 with 8.7 CGPA%
- Bachelor of Engineering in Electrical and Power 2016 with 60.00%.
- 12 th from HSC board Pune with 57.10%
- 10 th from SSC board Pune with 77.60%

IT SKILLS:

- MS OFFICE- Excel, Word, PowerPoint
- Photoshop

Project Worked on:**Project Worked on:**

Project Name: “To Study Marketing Strategy of Digital Marketing w.r.t Social Media Domain”

Special Achievements:

- Completed Digital Marketing Course at Digital Trainee, Pune
- Paper Presentation District level
- Participated in Quiz Computation at Ramdev baba Engg Collage Nagpur.

Personal Profile:

- Linguistic Abilities: English, Marathi, Hindi.
- Date of Birth: 19/09/1992
- Marital Status: Married

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Pune

Shreyas. C. Raut