



# KARAN VASITA

Sr. Digital Marketing Executive

## About Me

Experienced Sr. Digital Marketing Executive with a strong track record of developing and executing successful SEO strategies. Adept at improving search engine rankings, managing social media presence, and creating compelling content. Seeking to leverage my skills and experience as an Sr. Digital Marketing Executive to drive traffic.



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## Software Skills

- Google Analytics
- Google Keyword Planner
- Google Search Console
- Screaming Frog
- Ahrefs
- SEMrush
- Moz
- Zoho
- Google Tag Manager
- Hunter
- Serprobot
- Synthesia
- Canva

## Experience

**Appitsimple Infotek Pvt. Ltd.**  
**Sr. Digital Marketing Executive**  
**2020 - 2024**

**Product** - ControlHippo

### Responsibilities -

- Organic traffic growth strategies & competitor research.
- Increased organic new users from March 36000 to July 58306 by 67.96%
- Content marketing research and implementation for increasing rankings.
- Performed keyword research, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Research & implementation of plans to increase the UX of the website.
- Resolving technical SEO issues of the Website.
- Designed UI/UX pop-ups for getting PPC clicks.
- Stayed up-to-date with the newest SEO guidelines and trends.
- Implementation of new strategies to increase the reviews.
- New Landing page creation & A/B testing.
- Content outline creation & article publish.

**Product** - SoftwareSuggest

### Responsibilities -

- Team leader of five members & assign link building task.
- Achieved 76 organic backlinks via A-B-C method
- Email marketing for outreach for on the Hunter tool
- Slack channels for backlinks
- Negotiation on paid link insertion & guest post.
- Affiliate Marketing
- Image creation on Canva
- Managed five software categories for onapge.
- Keyword research & increase ranking on SERP.
- Content research & Onpage for a buyer's guide.
- Managed leaders matrix, customer badge, reviews & rating.

**Product** - CallHippo

### Responsibilities -

- Link Exchange with A-B-C method.
- Negotiation on paid link insertion & Guest post.

## Language

- English
- Gujarati
- Hindi

## Interpersonal Skills

- Leadership
- Communication
- Time Management
- Teamwork
- Problem Solving
- Creativity

## Awards

- Ultimate Team Player at Appitsimple Infotek Pvt. Ltd. – Feb 2022
- W3 Marketing School

## Hobbies

- Travelling
- Workout
- Listening song

## Dolphin Web Solution

### SEO Executive

2019 - 2020

#### Responsibilities -

- Manage all SEO activities on inhouse projects and other projects Avon Hire, Advanced Bioderma, Evergreen Hedging, Jewelryst.
- Link building
- Quora submission
- Profile creation
- Infographic submission
- Article submission

## Aegis Softtech

### Jr. SEO Executive

2017- 2019

#### Responsibilities -

- Manage all Offpage SEO activities on inhouse projects and other projects
- Social bookmarking
- Blog comment
- Social sharing
- Blog comment
- Profile creation
- Guest post
- Infographic submission
- Article submission
- Image submission
- Forum posting

## W3 Marketing School

2024

#### Learning -

- Marketing Analysis & Research
- Brand Building
- Website Structuring
- PPC
- Google Advertising
- Facebook, Instagram & LinkedIn Paid Ads
- Conversion Optimization
- Remarketing Campaigns
- Email Marketing
- Blogging
- Amazon Training
- Lead Nurturing
- Content Marketing
- App Store Optimization
- Data & Web Analytics
- AI Tools

## Education

L.J. Institute of Computer Application - 2016

MCA

GLS Institute of Computer Application - 2014

BCA

Vijaynagar Higher Secondary School - 2011

HSC

Vijaynagar Higher Secondary School - 2009

SSC