



ADITYA PATHAK

Sr. SEO Specialist

ABOUT ME

I'm a Sr. SEO specialist, dedicated to helping businesses thrive in the digital space. My strategy has always been data-driven and sound fundamentals I have a deep understanding of the latest SEO tools, trends, and strategies, allowing me to develop effective marketing campaigns that drive organic traffic and more visibility.

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EDUCATION

Rajasthan Vidyapeeth University

**Bachelor of Computer Application,
Computer/Information Technology Administration
And Management**

2015 - 2018

EXPERTISE

SEO

Content Writing

Copywriting

Social Media Marketing

Outreaching - Email Marketing

LANGUAGE

English

Hindi

Gujarati

WORK EXPERIENCE

Jun 22 - present

Avija Digital

Sr. SEO Specialist | On-page/Off-page Specialist

- Email outreaching
- Content planning/writing
- Technical SEO
- Link building
- Relationship management

Dec 20 - Jun 22

TemplateMela

SEO Specialist & Content Writer

- SEO friendly content writing
- Highly attractive blogs writing
- Developing original content
- Email copywriting

Jun 20 - Dec 20

TemplateMela

SEO Executive & Content Writer

- Creating SEO strategy blogs
- Blogs writing
- Product promotion through digital PR campaigns
- Guest posts

LICENSES & CERTIFICATIONS

- Google Digital Unlocked - Google
- Google My Business - Google
- Seo Training MOZ - Udemy
- Content Marketing - HubSpot
- Inbound Marketing - HubSpot Academy
- Advanced Digital Marketing - ETC Digital Marketing Agency