

## Vaishnavi Keshavrao Kharadkar

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### **Experience**

- Digital Marketing Executive at BrainlyHood Technologies (October 2024 - Present)
  - Jr. Digital Marketing Executive at Trawex Technology (May 2023 - July 2024)
  - Digital Marketing Intern at PrimaThink Technologies PVT. LTD. (July 2022 - February 2023)
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### **Responsibilities**

- Developed and implemented comprehensive on-page and off-page SEO strategies to increase organic search traffic and rankings.
  - Website SEO Analysis (On-Page and Off-Page)
  - Website audit, competitor analysis and identified SEO opportunities.
  - Successfully coordinated SEO efforts, including onsite and offsite optimization and keyword expansion research.
  - Build strong backlinks to improve website trust. (DA, PA)
  - Monitor SEO performance, using tools like Google Analytics, Search Console and SEO software.
  - Manage all Social Media Channels with a creative strategy, planning, execution, and monitoring results.
  - Conducted comprehensive technical SEO audits and provided actionable recommendations for improvements, resulting in enhanced site performance.
  - Developed and managed digital marketing campaigns.
  - Designing content for social media marketing, Implementing a social media strategy, and maintaining a monthly Social Media Calendar.
  - Ability to identify trends, engagement, brand integration opportunities and campaign opportunities on social media.
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### **Projects**

#### **Project 1: YesNearMe**

YesNearMe Is a Business and news site that gives all information about businesses and places near your location.

#### **Project 2: Pench Tiger Reserve**

Pench Tiger Reserve is a National Park in Nagpur.

#### **Project 3: Trawex Technologies**

Trawex is a Travel and Hospitality Technology Consulting company. Trawex work with online travel agencies, travel management solution providers, and travel tech startups to build custom software.

#### **Project 4: Travelopro Technologies**

TraveloPro is an International Travel Technology and Travel Software Development Company.

#### **Project 5: BrainlyHood Technologies**

BrainlyHood Technologies is a digital marketing and web development company that crafts innovative solutions to enhance online presence and drive business growth.

#### **Project 6: Earthway Technologies**

Earthway Technologies is a leading manufacturer of earthing materials and products, delivering reliable grounding solutions.

#### **Project 6: Chakradhar Energy**

Chakradhar Solar is a solar energy company in Amravati, offering customized solutions, also expert in installation solar panels.

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### **Certifications**

- Competitor Analysis with Semrush
- Fundamentals of Digital Marketing
- Semrush SEO Crash course with Brain Dean
- Semrush Site Audit Course
- Graphic Designing by Shekunj, an initiative by R Dot Ventures Pvt. Ltd.
- LinkedIn Marketing Fundametal
- [All Certificates Link](#)

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### **Tools**

Google Analytics 4, Google Search Console, Google Trends, Keyword Planner, Ubersuggest, Ahrefs, Da Pa Checker, Site checker, Mailchimp, SEMrush, CANVA, Pexel, Facebook Business Suite, GTMatrix, Screaming Frog, Page Speed Insights, Web Seo Checker, Mobile-Friendly Test.

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### **Skills**

Search Engine Optimization(SEO) , Website Audit, Keyword Research, Google Ads, Google Tag Manager, E-mail Marketing, Link Building, Social Media Campaign, Content Writing

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### **Education**

Completed Bachelor's Degree in B.tech (Cosmetics) from VidyaBharti Mahavidyalaya, Amravati (SGBA University) - 2022

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### **Declaration**

I do hereby declare that the statements made in this document are true to the best of my knowledge and belief.