

ATUL SHRAVAN KHAIRNAR

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CAREER OBJECTIVE

To obtain a challenging position that allows me to utilize my expertise in search engine optimization and digital marketing.

EDUCATIONAL QUALIFICATION

Sr.No	Examination	School / College	Board / University	Year of Passing	%
1	MBA (Marketing)	Dr. Moonje Institute of Management, Nashik	Pune University	2019	59.30 %
2	B.Sc. (Computer Science)	K.T.H.M College, Nashik	Pune University	2016	51.63 %
3	12 th Science	KSKW College, Uttam Nagar, Nashik	Maharashtra State Board	2013	55.17 %
4	10 th	Kendriya Vidyalaya ISP, Nehru Nagar, Nashik Road, Nashik	CBSE	2011	71.40 %

EXPERIENCE

Currently Working at **Machine House India Pvt. Ltd.** as a **Digital Marketing Executive**.

Completed **1 Year** at **Dotphi Infosolutions Pvt. Ltd.** as a **SEO/SEM Manager**.

- Proficient in on-page and off-page optimization, technical SEO, link building, and keyword research.
- Conducted extensive keyword research and created on-page optimization strategies to improve website visibility and search engine rankings.
- Monitored and analyzed website traffic, performance metrics, and user behavior using Google Analytics and other SEO tools.
- Stayed up-to-date with the latest trends and developments in search engine algorithms and SEO techniques.
- Developed and executed successful link building campaigns that improved website authority and domain rating.
- Proficient in creating and managing Google Ads and Facebook Ads campaigns.

Completed **8 Months** Internship at **Ashore Systems Pvt. Ltd.** as a **Market Research Intern**.

- To generate lead opportunities using research/ Contact Discovery.

- Manage, nurture and convert leads into sales opportunities.
- Out reaching accounts using tools like LinkedIn Sales Navigator, Zoominfo.
- Prospect Profiling (Official Email/Direct or Mobile No. /Job title/Location/Current Company, Etc.)
- Finding Key contacts / Decision Makers (Managers, Officers, CEO, BDM, IT Professionals).
- Proficient in Secondary research.

Completed **1 Year** at **Ambrapali Electrotech Pvt. Ltd.** as an **Digital Marketing Executive**

- Composing content for the company's blog or website.
- Assist in marketing and advertising promotional projects (e.g. social media, direct mail, and web)
- Assist in organizing marketing events.
- Community management: designing social media campaigns, creating social media content, answering to customer's comments, or questions (Facebook, Twitter, LinkedIn, Instagram...).
- Follow-up and improvement of SEO.
- Assisting the marketing team to follow-up and improve the digital marketing strategy.

Completed **2 Months Internship** at **Ambrapali Electrotech Pvt. Ltd.** as an **Digital Marketing Intern**

- Composing content for the company's blog or website.
- Gather quantitative and qualitative data from marketing campaigns.
- Assist the marketing team in daily organizational tasks.
- Assist in distributing marketing materials.
- Doing SEO of Websites.
- Community management: designing social media campaigns, creating social media content, answering to customer's comments, or questions (Facebook, Twitter, LinkedIn, Instagram).

SUMMER INTERNSHIP PROJECT {MBA (Marketing Management)}

Project Title: To Study the Impact of Social Media Marketing on Business Growth.

Role: Digital Marketing Intern.

Organization: Incredible Digital Solutions Pvt. Ltd.

Duration: 9 Weeks.

CERTIFICATIONS

- **The Fundamentals of Digital Marketing** by Google.
- **Google Analytics for Beginners** by Google.
- **SEMrush SEO Toolkit Exam** by SEMRUSH ACADEMY.

TECHNICAL SKILLS

- On-page optimization, Off-page optimization, Technical SEO
- Keyword research, Link building, Google Analytics, Google AdWords
- Analytical skills, Problem-solving skills, Teamwork

PERSONAL DETAILS

Date of Birth	: -	20 th February 1996
Nationality	: -	Indian
Gender	: -	Male
Marital Status	: -	Unmarried
Languages Known	: -	English, Hindi, Marathi
Father's Name	: -	Shravan Jagannath Khairnar

DECLARATION

I hereby declare that all the above information is correct to the best of my knowledge and belief.

Date:

Place:

(Atul Khairnar)