Digital Marketing (SEO, Social Media, PPC)

Anand Vithalani

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Qualification

Year of Passing	Qualification	Collage	University	Percentage
2017	B.C.A	Sssdiit Collage	Saurashtra University	68%

Work Summery

• Experience in content research & Development for social media platforms

Creating, maintaining, and executing effective marketing campaigns

• Proven track record of leading marketing teams to achieve and surpass digital marketing objectives.

• Rebuilt the website from the ground up to increase its ranking and visibility.

Training
Brand Veda Digital Marketing Institute

Brnad veda is the leading digital marketing institute in Ahmedabad. I have leant here SEO, PPC, Social media marketing with the expert faculties.

Year: 2017

Certificate
Google ads search certification

https://skillshop.exceedlms.com/student/award/49064024?referer=https%3A%2F%2Fskillshop.exceedlm s.com%2Fstudent%2Fpath%2F18128-google-ads-search-certification

Total 3+ Years of Experience in Digital marketing

Company: Vgo Solutions

Profile: Digital Marketing Manager

1/4/2021 to Current

https://www.vgosolutions.com

Role:

- Communication with the client and understand their requirements
- handling Clients social media and website SEO
- Planning Marketing Strategy
- Market research for content strategy
- Working closely with other team members and assign the task to meet goals
- Reporting project progress
- Evaluating the project success

Company: Stwi

Profile: SEO Executive

1/5/2019 to 29/12/2020

https://www.stwi.in/

Role:

As SEO Executive My responsibility is:

- Site Study
- Keyword Research
- Google analytics and webmaster configuration check
- Robot.txt configuration
- Sitemap configuration

On Page

- Url Structure

- Create a title and description using high volume keywords
- Allocate h1 to h6
- Site loading speed check
- Add Meta robots tag
- Interlinking
- HTTPS Check
- Responsive Check
- Add social sharing buttons
- Website content optimization
- 404 Check

Off Page

- Directory submission
- Social linking
- Bookmarking
- Blog submission
- Question and answer portal
- Article submission
- Video sharing and submission
- Image submission

Other Activates

- Google My business listing
- Working with Google tag manger, scramming frog, Small SEO tool, semrush
- WordPress static changes
- Repotting

Company: Oneboxhub

Profile: E-commerce SEO Executive

23/5/2018 to 30/04/2019

https://www.oneboxhub.com/

Role:

- Working With Amazon, eBay and other e-commerce portal
- Competitor research for the product
- Keyword research
- Creation SEO Friendly content for various products (title, bullet points, description)
- Amazon PPC
- Social media accounts handles

Social Media Marketing and Content Creator Freelancer

- Content Creation
- Paid Promotions
- Organic Growth of Social Accounts

Content writing Sample:

https://www.psd2htmlindia.com/

http://www.hitzdigitalmarketing.com/

My Blogging Site:

https://onlinereadspot.com/

LinkedIn Profile:

https://www.linkedin.com/in/anand-vithalani-baa027123/

Pursuing:

Platform: Udamy

Course: Brand Strategy and Brand Tactics by **Dekker Fraser**

Hands-on experience tools:

Aharaf, Screaming Frog, Canva, SEMRush, Ahrefs, Google My Business, Google Keyword Planner, Google Search Console, Google analytics,

Personal Details:

Address	:Neelkanth Mahadev street, Baharkot
	Mangrol, Junagadh.
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Declaration:

I do hereby declare that the particulars of information and facts stated here in above are true, correct and complete to the best of my knowledge and belief.

Anand Vithalani