

KALYANI KUBDE

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Objective:

Marketing professional with a passion for technology and experience that includes e-Commerce Strategy, Digital Marketing, Social Media Strategy. Learn new technology and processes quickly and applies critical thinking and resourcefulness to solve problems and achieve goals.

Academic Qualification:

BA	2016 To 2018
HSC	2009 To 2010
SSC	2007 To 2008

Digital Marketer skills acquired whilst studying:

- Research and implement search engine optimization, search engine marketing, Develop and implement link building strategy
- Management of Google Ad words campaigns
- Google AdWords / Analytic Certifications
- Website Management through WordPress.
- Manage and maintain keyword lists, including keyword rankings
- Optimize copy and landing pages for SEM
- Perform ongoing keyword discovery, expansion and optimization
- Lead Generation and Email Campaigns
- Created website with unique web content description and blog comments.
- Seo strategies used for building high quality backlink using white hat seo and manual link techniques.
- Submitted link to web directories and bookmarking site with social media
- Experience in OFF page optimization like directory submission, article submission, blog creation, social media promotion, forum posting and link building.

KEY SKILLS:

KNOWLEDGE OF:

- SEO/SEM
- PPC AdWords
- MS-Office
- Blogging
- WordPress
- Google Analytics
- Google AdSense
- Marketing Strategies

EXPERIENCE:

- **Profile: IT-Website blogger**

Year: Feb 2017- March 2018

Company Name: Webillion Infocom company

CERTIFICATIONS:

1. Google Analytic Certificate
2. Google My Business
3. SEMRUSH

KEY COMPETENCIES:

- Providing innovative new ideas and solutions to problems.
- Learning new technologies and keeping abreast of markets developments.
- Having creativity and eager to learn new thing.
- Adaptable and able to pick up new techniques.
- Thorough and precise.

CONTACT DETAILS:

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