

# Karan Solanki

 Pune, Pune, 411030 (IN)  
 karan.solanki92@gmail.com  
 (982) 353-0641

## Professional Summary

Result oriented individual with a creative punch. Having 2 years of rich experience with companies ranging from MNC to startup, along with a strong understanding of traditional and digital marketing media.

## Social Links

Blog - <https://apnandaaz.wordpress.com/>  
Linkedin - <https://www.linkedin.com/in/karan-solanki-69668592/>

## Employment history

**SEO Analyst, Lifeschool Digital Pvt. Ltd.. Pune, Maharashtra**  
[Dec. 2018 – Present](#)

Website - <https://wowparenting.com/>

- Responsible for overall organic traffic and the content publishing of the blog section.
- Managing WOW Parenting's YT channel from idea generation, building a campaign around it to marketing it.
- Managed to get more than 17% rise in the overall subscribers of the channel resulting in a 20% growth in the watch time of the videos
- Responsible for the on-page and off-page optimization of the blogs on various blogging and submission websites enabling 25% growth in organic traffic.

**SEO Analyst,, Livsutra Online Solutions Pvt. Ltd.. Pune, Maharashtra**  
[Aug. 2017 – Jun. 2018](#)

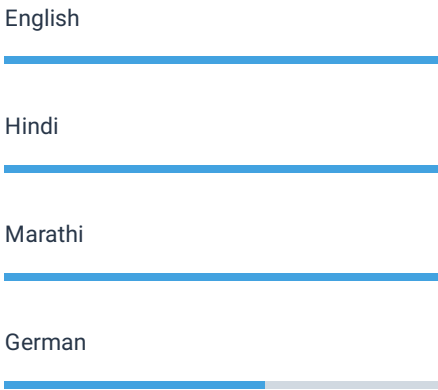
Website - <https://www.livingit.in/>

- Worked closely on on-page, off-page, social media optimization and email marketing part of the website with a performance-driven approach.
- Generated a 39% hike in the overall organic traffic of the website. Was a part of a couple of offline promotional campaigns and ensured they were executed smoothly.
- These campaigns were held in order to build awareness among people regarding the brand.

**Process Associate, CDK Global. Pune, Maharashtra**  
[Jul. 2016 – Aug. 2017](#)

Client website: <https://www.russellchevrolet.com/>

## Languages



## Tools

Ahrefs  
Google Analytics  
Mailchimp

- Analyzed and formulated SEO strategies for the GM auto dealers on a monthly basis.
- On-boarded new websites from scratch for GM dealer clients.



## Education

### Google Analytics Certification (GAIQ), Pune

Digital marketing, Apr. 2019

### Brihan Maharashtra College of Commerce, Pune, Maharashtra

BBA, Management (Marketing), Apr. 2016

### School of Digital Marketing, Pune, Maharashtra

Digital marketing certification, Digital marketing, Jul. 2015

### Symbiosis College of Arts & Commerce,, Pune, Maharashtra

12th (HSC), Commerce, Mar. 2013

### Symbiosis School, Pune, Maharashtra

10th (SSC), Mar. 2011



## Internships

### 1. Digital Marketing Intern at Early Salary, Pune (Dec. 2015 - Jan 2016)

In this one month internship during the third year of my college I,

- Worked in cognizance with the digital, content and website development teams to help them, build their website and create brand awareness by social media campaigns.

### 2. Business Development intern at Catterfly India, Pune (Nov. 2014 - Jan 2015)

In this two months internship during the second year of my college I,

- Generated leads for the company Worked as a media coordinator between an outdoor media consultant and the company's client. Part of their social media team to help them plan and execute social media strategies for a designer brand.



## Extra-curricular Activities

### 1. International Services Director at Rotract Club Sahyadri, Pune:

My job was to coordinate with the IS directors of other countries to find their social service projects so that in future we could get help from them if we wish to implement the same.

### 2. VP, Logistics at June National Conference 2014, Aiesec, India

Got an opportunity to be the core committee member of Aiesec's annual national conference, of 6 days, and headed a team of 4 members. My job was to procure goods at the best price and ensure smooth flow of them during the conference.

3. Have written articles for the quarterly magazine of CDK Global, which were published. The articles were on different topics like how a brand ambassador impacts the sale of a product and social media campaign ideas for the new year.

4. Prepared a detailed project on the trends of Digital marketing and its impact on the

current business ecosystem in my last year of college to meet the requirements of the University of Pune.