

Name : Rahul Ghoghari
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Career objective :

To work in a growth oriented organization and get a proper exposure in the field of Search Engine Optimization, Search Engine Marketing and Digital Marketing to increase web traffic and keyword ranking by utilizing hands-on skills in search engine optimization.

Educational Details :

Degree	Institute	Board/University	Year	Percentage
MCA	MIT-SOM College	Pune University	2018	73.71%
BCA	C.B Patel Computer College	VNSGU University	2015	72.4%
XII	Gurukul N.V.D	GSHSEB	2012	57.29%
X	Gurukul N.V.D	GSHEB	2010	47.38%

See More About Me:

Description	SecurityAdda Network about Tech News, Gadget and Hacking Tricks About Technology & Digital marketing tips.
Technology used	PHP, Wordpress
For Reference	https://www.securityadda.com

Skills : Digital Marketing:

- Google Adwords

Worked in live search campaign based on following module:

- Created text ad and Added Sitelinks and Call Extensions Ad groups through Keyword Planner Tool Geo targeting.
- Bid Adjustment and Automation.
- Data Analysis with respect to impression share, CTR, time, day performance Maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Revised Strategy based on data and reworked on the campaign.
- Optimized ad to make sure Average position as 1.5.
- Analysed Campaign for ROI.
- Conversion tracking through tracking code, view through conversion.
- Competitor analysis through Auction Insight report.

- Google Webmaster And Analytics
- SEO : On Page & Off Page

➤ **Tools :**

<ul style="list-style-type: none"> ▪ Google keyword planner ▪ Hootsuite ▪ Tweetdeck ▪ Canva ▪ Google Merchant Center 	<ul style="list-style-type: none"> ▪ Biteable ▪ Woorank ▪ SimilarWeb ▪ Alexa ▪ Ghostery 	<ul style="list-style-type: none"> ▪ Backlinkwatch ▪ Keywordtool.io ▪ KWfinder ▪ SEMrush ▪ Ahrefs
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- Social Media Marketing through Facebook, Google +, Instagram, Twitter & Pinterest
- Affiliate Marketing
- Sms Marketing
- Email Marketing through Mailchamp
- Basic Knowledge of Html
- Basic Knowledge of Wordpress

Academic Projects :

1.Project Title	Online Selling And Buying (M.C.A)
Project Description	This website is developed to provide a platform where a user can post their product and another client can request for buy.
Roles	Designer, Developer.
Duration	5 Months
Team size	2
Technology used	PHP, MYSQL

2.Project Title	Shopping Using QRCode (B.C.A)
Project Description	Online shopping cart is a web based application intended for online retailers.The main objective of this application is to make it interactive and its ease of use.It would make searching, viewing and selection of a product easier.
Roles	Designer, Developer.
Duration	3 Months
Team size	2
Technology used	Asp.Net, MS-SQL Server 2008.

Area Of Interests :

- Search Engine Optimization.
- Search Media Optimization.
- Paid Marketing

Extra-Curricular Activities :

- Attended a one-day workshop on SEMrush
- Attended one-day workshop of "Information Security & Cyber Forensics".

Achievements :

- Certificate of **Advance Digital Marketing Course by LIPSINDIA.**
- Certificate of Google Adwords.
- Certificate of Google Analytics.
- Certificate of "Cyber Security Expert".

Technical Skills :

- **Languages** : PHP,HTML
- **Microsoft Office** : MS Word, MS Excel, MS Power Point, MS Access.
- **Operating System** : Windows 7,8,10

Personal Details :

Date of Birth : 1st Dec,1994

Gender : Male

Nationality : Indian

Address : A/201 Indraprast App , Opp Naginawadi Sumul Dairy Road - 395004

Languages : English, Hindi and Gujarati

Hobbies : Internet Surfing, Travelling, Listening Music, Blogging