

# UMEDA YEOLE

## PROFESSIONAL SUMMARY

**Enthusiast, Result driven, professional with 6+** years of hands-on experience of Digital Marketing Activities includes **SEO** activities, conducting keyword research using dedicated software, and generating new keyword ideas. Analysing website and social media pages, then making recommendations for **improvement**. Monitoring website traffic, search results, and developing **strategies**. **Innovative** and **proactive** strategist capable of developing elegant, ground-breaking website and application designs for demanding clients. Talented in project management, team leadership and independent problem-solving. Highly organised multitasking with expertise in **scheduling projects**, enhancing designs and verifying code.

## WORK HISTORY

### SEO Manager , 04/2022 – Current

**Utility Warehouse**, United Kingdom

- Translate **SEO recommendations** into **actions** that are measurable and add value to business performance.
- Solve complex issues in indexation and crawlability, by providing recommendations to improve SEO performance.
- By using accurate tools such as **Ahrefs**, **SEMRUSH**, **Screaming frog** and technique conduct site audits and provide detailed recommendations on site architecture and URL.
- **SEO Improvements**- Schema mark-ups, Header tags, title, internal links etc. to ensure search results are in best class.
- Identifying strategic opportunities and prioritise them against tactical actions to achieve long term performance
- Create **SEO strategies** to solve complex issues and present them to **senior management**.
- Create a KANBAN board with priority and risk level of the task, and allocate to **responsible teams** and **collaborate** with **internal** and **external stakeholders** to drive high levels of results in time.
- Identify Link Building & Digital PR opportunities. Prepare **Link Building** and **Digital PR** strategies. Create **Digital PR** Reports to track **Link Building** & **PR** progress.

### Freelance SEO Project Manager , 02/2022 – 02/2023

**XDNA Interactive**, United Kingdom

- Responsible for preparing **SEO research documents**.
- Technical website optimisation review & implement improvement strategies.
- Conduct content optimisation & provide recommendations to the content team.
- Create weekly and monthly SEO Reports, to track project progress.

### Technical SEO Specialist, 02/2021 – 03/2022

**Bridgewater Finance Group**, Manchester, United Kingdom

- Conduct Technical SEO Audit including site health and Backlink Audit.
- Responsible for improving the websites of clients to increase web traffic. Focus on keyword research, limiting the repetition of content and building links. Guest Blogging, Blog outreach, Identify mutual backlinking opportunities.
- Take out weekly and monthly Technical SEO site health reports and recommend changes.

### SEO Specialist freelancer, 05/2021 – 08/2021

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## SKILLS

- SEO initiatives and campaigns
- Proficiency in HTML, CSS and/or JavaScript
- Written and Verbal communication
- Project Management - Agile, Benefit Realisation, Scrum, Waterfall, Prince-2, Spiral
- Offsite SEO specialist for SEO improvements.
- Logical, problem solving mind-set
- Passion for Teaching & Training
- Strong Excel, Word, and PowerPoint skills
- Detail-oriented and accurate - Extremely organised
- Team-management and collaboration
- Adaptive and versatile
- Agile Management, Conflict resolution
- Continuous Improvement - Root cause analysis
- Competitive and trend analysis
- Brand-building strategies
- Market research expertise
- SWOT, Value proposition Canvas - Business Analysis

## SKILL SETS

- Technical & IT skills: MATLAB. AVR Studio, Pic controller, C-CPP, Sensors Applications etc.
- Marketing technological skills – Screaming Frog, Search metrics, SEMrush, Majestic, Ahrefs, Moz, Google Analytics, Google Trends, Google search console, Luckorange, Ubersuggest, Crazyegg, Oribi, Writesonic

## CERTIFICATIONS

- Agile foundation and Agile Practitioner certifications from APMG International.
- Google ads Certifications: Search, Display, Shopping, Video, Mobile, and Google Analytics
- LinkedIn Learning Technical SEO certified.
- HSC Oxford University short courses (ELC) – 1. Business management 2. Certificate in risk management 3. Risk management 4. Project management 5. Supply chain management 6. Hotel Management 7. Public Relations 8. Leadership & management 9. Introduction to business ethics 10. Cyber Security & Fraud prevention

#### Marketing Tech, United Kingdom

- **Preparing & Implement** SEO plan for 4 Months.
- Creating a backlink **strategy** to improve **DA**.
- Implementing **product & Review schema** for all pages.

#### SEO Associate Consultant, 10/2020 – 01/2021

##### Evbex Consultants, Wales, United Kingdom

- Sustainable Improvements by creating action plans related to SEO/SMO/SEM/SMM/Email Marketing short- and long-term digital marketing strategies.
- Recommended changes to website architecture, boosting SEO positions for target keywords to maintain keyword's sustainability.
- Performed keyword optimisation tasks on a campaign basis, helping to maintain the website's top search engine ranking on Google searches.
- Analysing Google Analytics data to aid account performance.
- Off page optimization activities for link building (do follow) to improve page authority and gain SEO credits.

#### Digital Marketing Intern, 08/2020 - 10/2020

##### Nutribeauties, Coventry, West Midlands

- Carried out thorough relevant research to enable optimised strategy and future planning for high-achieving results on social media platforms.
- Proficiency in HTML, CSS and JavaScript (WordPress Website Development)

#### Digital Marketing Manager, 07/2019 - 01/2020

##### WorldwinCoder Pvt Ltd, India

- In Charge of planning and managing marketing campaigns that promote a company's brand, products, and services.
- Creation and present updated strategies for SEO according to high level Google SEO algorithm updates and Industry news.
- Their duties include planning campaigns, analysing metrics, and identifying trends.
- Reduced process lags by managing employees and administering training on best practices to ensure optimal productivity.
- Take Initiative while planning innovative activities to find out solutions on how we can improve and refine how we launch our link building activity plans, both internally and with client projects.

#### Digital Marketing Executive, 10/2018 - 08/2019

##### Magic Works IT Solutions, India

- Directed strategic support for senior leadership, providing detailed analysis for new business opportunities, while consolidating current business and building relations with customers.
- Assisting in the formulation of strategies to build a lasting digital connection with consumers.
- Planning and monitoring the ongoing company presence on social media.
- Launching optimised online advertisements to increase company and brand awareness.
- Review and analyse Paid campaigns, conversion and biddings. Set biddings made changes according to cost analysis.

#### Digital Marketing Intern, 07/2018 - 10/2018

##### Digital Marketing Studio , Nashik, India, India

- Fulfil tasks set out by supervisors from several departments. Attend meetings and take minutes. Perform research at a supervisor's request.
- To create and implement effective Digital marketing strategies designed to help clients find new ways to market their business.
- Assisting with marketing campaigns and creating monthly reports for clients.

- Industrial Trainings from Asian Electronics & Surya Switchgear
- LinkedIn Learning certifications – Project management simplified, Agile Foundations, learning design for sustainability project management, project management highlights, Excel essential training 2019, Prince-2.

## ACHIEVEMENTS

- 2nd prize in state level project competition at PVG Nasik.
- 4th prize in national level project competition at SVIT Nasik.
- Participated in VIE2014 – Hunt for innovative projects organised by milestone jobs.
- Participated in IEI (institution of engineers of India)
- 1st prize in digital photography at K.K. Wagh Nashik.
- Participated in university of pune spot photography.
- 3rd prize in youth festival Antakshari at K.K. Wagh Nasik.

## ACTIVITIES

- Collaborative online international learning conference with Dayton University USA regarding strategic international project management module project – we developed a (ACT-PM) project management game which give us 100% positive feedback.
- HSC Oxford University short courses (ELC) – 1. Warehouse & material handling 2. Wedding planning 3. Teaching assistance 4. Travel & tourism 5. Customer Service 6. Coronavirus covid-19 7. Management course
- Voluntary Experience in University programme like Puroshottam Karandak, Alacrity, Avishkar etc.,

## LANGUAGES

**English, Hindi, Marathi, Punjabi, Bengali, Gujarathi:**

Native language

**French:** A1

Beginner

**German:** A1

Beginner

## HOBBIES

- Blog sharing, commenting, PDF Submission, PPT Submission off page optimization activities etc., to gain do follow links for SEO improvements.

**Lecturer, 07/2017 - 10/2018**

**Siddhakala Academy**, Nashik, India, India

- Worked with students to plan and implement lessons following the school's curriculum, goals, objectives and philosophies. trained the students.

**Teacher, 08/2017 - 08/2018**

**Prosper Institute**, Nashik, India, India

- Created and taught engaging Mathematical lessons and activities.

**Web Research Analyst, 02/2018 - 07/2018**

**Digital MSMS**, India

- As a research analyst and an expert in a very specific sector almost all work with numbers as much as with words, so Excel skills are important.
- The ability to write well is a plus, but accuracy and attention to detail is more important than a talent for creating achingly beautiful prose.

**Industrial management Intern, 03/2013 - 03/2014**

**Surya Switchgear Pvt Ltd**, India

## EDUCATION

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**Post-Graduate Diploma, Digital Marketing Management, 07/2022**

**British academy of digital marketing** - Currently Pursuing

**Master of Science, Engineering Project management, 01/2021**

**Coventry University** - Coventry

Project Undertaken:

**Dissertation Project:** Plan How to sell Online? (Applied project management methodologies for Digital marketing Projects)

**Bachelor of Science, Electronics and Electrical Engineering, 06/2017**

**AISSMS IOIT** - India

**UG Project:** Car Black Box System team role (project manager)

**UG Mini Project:** Adaptive lighting system for automobile by using PIC microcontroller (project manager)

**Diploma of Higher Education, Electronics and Telecommunication**

**Engineering, 03/2014**

**K.K. WAGH Polytechnic** - India

**Diploma Project:** safety system for two-wheeler to avoid an accident (project manager)

Love to interact with people, visiting new places, playing badminton, football, horse riding, listening to music, Reading, Photography, Cooking & Acting, Fitness Craze