

# SEO Specialist - Resume

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**Charudatt A. Deshmukh**

**Mobile:** 9730752635

**Email:** [deshmukhcharudatt@gmail.com](mailto:deshmukhcharudatt@gmail.com),  
[charu\\_datt@yahoo.co.in](mailto:charu_datt@yahoo.co.in)

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**Microsoft Azure Certified**

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## PROFESSIONAL SUMMARY

- As a Digital marketing professional with significant experience of 6 years in SEO, SMO and SEM. I've become an **expert in Search Engine Optimization (SEO)**.
- Proven SEO experience
- Worked with B2B as well as B2C business models with the digital marketing teams.
- Currently associated with Sage Software Solutions Pvt. Ltd. as Sr. SEO Executive, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Search Engine Optimization and Content marketing.
- Excellency with tools, such as Google Analytics, Webmaster, Ahref, Moz, SEMrush
- Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

## Courses and Certifications

1. Digital Unlocked: Fundamental of Digital Marketing
2. Google Ads Fundamental
3. Google AdWords Search Certification
4. Google Analytics
5. Adobe Reports and Analytics from **Lynda**

## Skills

Keyword Research, Content Optimisation, SEO On-page Optimization Strategies & Execution, Technical SEO Optimisation, SEO Audit, Link Building, Social Media, Google AdWords, Adobe Analytics, Google Analytics, Web Analytics & Google Search Console, Conversion Rate Optimization (CRO), Market Research, Affiliate Marketing .

**Hands on Experience using Tools:** Screamingfrog, SEMrush, Ahref, Moz, spyfu, grammarly, surferseo

## WORK HISTORY

**Sr. SEO Executive**

**Sage Software Solutions Pvt. Ltd, Navi Mumbai**

**January 2019 to Currently Working**

### Job Responsibilities:

- Developing and implementing effective search engine optimization (SEO) strategies
- Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
- Setting SEO Goals for the Team

- SEO competitive Analysis
- Developing an SEO Audit process to boost the ranking of the website.
- Perform Keyword research and identify powerful keywords to drive traffic.
- Identify key SEO KPIs, Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Stay up to date with the latest SEO and digital marketing latest trends and best practices
- Managing Team of SEO Executives.

#### ON Page SEO:

- Finding Gap Analysis like link gap and keyword gap analysis with competitors.
- Check the crawl depth of the pages.
- Research and implement content recommendations for organic SEO success
- Frequently publishing blogs on websites.
- Creating Content Ideas for Content Writers.

#### OFF Page SEO:

- Link Building: Getting links with content marketing
- Generating backlinks by using various techniques like, Reverse Engineering, HARO Technique, Guest posting, Skyscraper technique, Blog commenting, Broken link building and Resource page link building
- Increasing web traffic, sessions, page views through SEO, SMO and SEM
- Work with Website development team to drive SEO Activities
- Performed daily testing off site to ensure optimal levels of website functionality.
- Analyze website traffic and generate reports by using Google Analytics and other tools like Ahref, Moz, Screaming Frog and SEMrush.

### **Digital Marketing Executive**

**Allied Market Research, Pune Maharashtra**

**August 2016 to July 2018**

#### **Job Responsibilities:**

- Developing an SEO Audit process to boost the ranking of the website.
- Creating SEO Strategy from scratch
- Setting SEO Goals for the Team
- Keyword Research using Google Keyword Planner for the official website
- Complete On-page optimization of the official website.
- Working closely with the digital & marketing team
- Converting traffic into leads by off Page Optimization
- Lead generation for your own product using various techniques like social (LinkedIn, Facebook and Twitter) and guest blogging techniques.
- Using tools such as Google Analytics and Webmaster.
- Analyze website traffic and generate reports by using Google Analytics and other tools like Ahref, Moz and SEMrush.

### **SEO Executive**

**Researchmoz Global Pvt. Ltd, PUNE, Maharashtra**

**July 2015 to June 2016**

#### **Job Responsibilities:**

- Performing all On-Page and off-page tasks,

- Link building using various off-page techniques
- **SEO On Page Activities:** Title, Meta Data, Alt tags, Heading Tags, Internal Linking, Content Optimization, site analysis, and other analysis to make sure that the website is SEO friendly.
- Format & prepare monthly SEO progress and traffic reports.
- Keyword research, suggestions and finalization of the keywords with the help of various analysis tools as per the business/services.

**Smartdata Enterprises pvt Ltd. Nagpur, Maharashtra**  
**Jan 2015 to June 2015**

- It was a SEO Agency ter I have handled 2-3 SEO Projects

**I have 3 years of Lectureship experience in engineering college**

### **Freelance Projects Handled**

- Project Name: Visa Lounge  
Website: <https://www.visalounge.com/>
- Project Name: Milton Ashby  
Website: <https://miltonashby.com.au/>
- Project Name: Stock plus Broking & Advisory Services  
Website: <http://www.stockplus.co.in/>
- Project Name: Associate Décor Ltd.  
Website: <https://www.associatedecor.com/>

### **EDUCATION**

- **Advanced Diploma in Digital Marketing**
- MBA (Marketing & Management) Pursuing
- Sipna College of Engineering and Technology, Amravati  
Bachelor of Engineering (Information Technology) 68.14%
- Dr. Panjabrao Deshmukh Polytechnic Amravati  
Diploma (Computer Engineering) 63.76%

### **PERSONAL DETAILS**

Date of Birth: 30th Dec. 1985

Languages Known: English, Hindi and Marathi

Marital Status: Married.

Nationality: Indian.

**Hobbies:** Drawing & sketching, Reading spiritual books & watching Spiritual TV shows, Playing Cricket, Listening Silent songs and music.

**DECLARATION:** I hereby declare that all the information stated in the resume is true and correct as per my knowledge. If there is any mistake I am personally responsible for that.

**CHARUDATT A. DESHMUKH**