

Vishwajit R. Deshmukh

Associate Team Lead – Digital Marketing

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SUMMARY —

Digital Marketing Professional with 6 years of experience specializing in SEO, lead generation, and brand management. Proven expertise in developing and implementing SEO strategies that drive organic traffic and generate 50-100-120-150 leads per day. Skilled in keyword research, competitor analysis, and optimizing on-page and off-page elements to improve search visibility. Experienced in managing and leading teams, collaborating with cross-functional departments like sales team and with content team, and overseeing the development and launch of new websites. Proficient in data-driven decision-making using tools like Google Analytics, GA4, Moz Pro, SEMRush, Similarweb, SpyFu, and Google Search Console. Strong communication, problem-solving, and adaptability skills, with a track record of executing successful digital marketing campaigns across various channels.

SKILLS —

SEO & Website Optimization

- Implementing On-Page SEO (meta tags, header optimization, URL structuring, schema markup).
- Conducting Off-Page SEO (backlink building, guest posting, press release submissions).
- Using LinkedIn Sales Navigator filters (industry, company size, job roles) to find high-potential leads.
- Optimized 20,000+ web pages for search visibility and lead generation.
- Performing Technical SEO Audits (site speed optimization, crawlability, index ability, fixing broken links).
- Optimizing Core Web Vitals to improve page experience and rankings.
- Conducting Keyword Research & Competitive Analysis using SEMRush, Moz Pro, SpyFu, Ahrefs.
- Implementing Local SEO Strategies (Google My Business optimization, citations, and reviews).
- Creating and managing SEO-optimized content to improve search visibility.
- Using LinkedIn Sales Navigator filters (industry, company size, job roles) to find high-potential leads.
- Website Audits: Used tools driven SEO tools to detect and fix technical SEO issues (broken links, duplicate content, schema markup errors, Core Web Vitals issues).

AI in SEO & Digital Marketing

- AI-Powered Content Optimization: Used ChatGPT, Surfer SEO, and Clearscope to generate and optimize SEO-friendly content, increasing organic rankings by 30%.
- AI-Driven Keyword Research: Leveraged AI-powered tools to identify high-converting, low-competition keywords, increasing organic traffic by 40%.

Data Analysis & Reporting

- Hands-on experience with Google Analytics & GA4 (user behavior analysis, traffic reports, conversion tracking).
- Using Google Search Console for indexing, crawling, and resolving site issues.
- Performing SEO performance tracking and analyzing KPIs using tools like Google Data Studio, SEMRush, and Moz Pro.
- Conducting A/B Testing for website elements to improve conversion rates.

Lead Generation

- Automating email sequences for lead nurturing and customer engagement.
- Tracking email campaign performance (open rates, CTR, conversions) and making data-driven improvements.
- Used LinkedIn Sales Navigator for Quality Lead Generation.
- Generating 100-120 leads per day using organic and paid marketing strategies.

Website Testing & Content Quality Check

- Conducting Website Testing (usability testing, broken links check, mobile responsiveness testing).
- Reviewing content quality for SEO compliance, plagiarism, and brand consistency.
- Using Google Tag Manager to implement and manage tracking codes without modifying site code.

Branding & Digital Marketing

- Managing brand positioning and messaging for market research websites.
- Conducting competitor benchmarking for digital presence improvement.
- Handling social media strategies to improve brand engagement and lead generation.

Experience-

Associate Team Lead, Digital Marketing

Absolute Reports Pvt. Ltd. | April 2022 — Present

- Spearheaded the SEO strategy for www.businessresearchinsights.com, a new market research website, from the ground up, driving daily traffic from 0 to 6,500+ visitors and generating 100-120 leads per day.
- Conducted comprehensive keyword research and competitor analysis to identify high-conversion keywords for research reports, optimizing website content and increasing search visibility.
- Collaborated with cross-functional teams to identify clients' requirements with sales team and content writer team to achieve seamless integration of SEO best practices.

Senior Digital Marketing Executive

Absolute Reports Pvt. Ltd. | April 2021 — April 2022

- Led email marketing campaigns for www.researchreportsworld.com, generating 60-70 qualified leads monthly through targeted email outreach and content strategies.
- Utilized paid press release platforms to generate 250+ leads, improving the company's lead pipeline and boosting overall marketing ROI.
- Proposed and championed the idea to launch www.businessresearchinsights.com, a new website focused on delivering high-value leads through organic and paid search efforts.

Digital Marketing Executive

Absolute Reports Pvt. Ltd. | December 2018 — April 2021

- Assisted in executing email marketing campaigns and contributed to the company's online lead generation strategies.
- Gained expertise in SEO, keyword research, and competitive analysis, laying the foundation for future digital marketing campaigns.

EDUCATION-

Master of Business Administration (MBA) in Business Analytics – 2022 to 2024

Savitribai Phule Pune University (SPPU), Pune

Bachelor of Commerce (B.Com) – 2015 to 2018

Amravati

LANGUAGES -

- English
- Hindi
- Marathi

Tools –

- Advanced Excel
- LinkedIn Sales Navigator
- Google Search Console
- Google Analytics
- Uber Suggest
- SEMrush
- SimilarWeb
- Advanced Web Ranking
- Keyword Everywhere
- Algoroo
- ... **And Many More**