

Yashasvi Dixit

DIGITAL MARKETING & SEO SPECIALIST

PROFESSIONAL SUMMARY

Digital Marketing Professional with 3.5 years of experience in SEO, SEM, and performance marketing. Skilled in organic growth, paid ads, content optimization, and analytics-driven strategy. Experienced in managing end-to-end digital campaigns across search, social, and display platforms, with proven success in improving traffic, conversions, and ROI. Strong in data analysis, experimentation, and cross-team collaboration, with hands-on expertise in Google Ads, GA4, Looker Studio, and SEO tools. Adept at identifying trends, optimizing investments, and delivering consistent marketing performance.

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Jaipur, India

WORK EXPERIENCE

SEO Specialist (April 2024 -Nov 2025) - Zentek Infosoft

- Increased traffic from 10 → 7,000+ monthly visitors in 6 months through SEO, content, and campaign synergy.
- Designed and executed SEO, SEM, and content marketing strategies across web and social platforms.
- Managed keyword planning, campaign setup, and audience targeting for Google Ads & Meta Ads.
- Conducted SEO audits using SEMrush, Ahrefs & Screaming Frog to improve site structure and visibility.
- Created GA4 & Looker Studio dashboards for keyword, traffic & conversion tracking.
- Worked closely with the content and dev teams to optimize landing pages, Core Web Vitals, and UX.
- Provided weekly insights and internal performance reports for leadership decision-making.
- Mentored interns on SEO workflows, reporting, and marketing experimentation.

SEO Executive (Sept 2022 - April 2024) - Deorwine Infotech

- Managed on-page & off-page SEO, content strategy, and technical optimization for multiple clients.
- Executed PPC campaigns on Google Ads for app installs & lead generation (+30% qualified leads).
- Analyzed campaign metrics & adjusted budgets based on ROI and performance insights.
- Collaborated with developers on HTML/CSS fixes for enhanced user experience and page speed.
- Created custom Looker Studio reports integrating SEO, SEM, and social analytics.

PPC Trainee (June 2021 - Aug 2021) - Autochek

- Supported campaign setup, performance tracking, and keyword optimization for Google Ads & Meta Ads.

SEO Trainee (Sept 2021 - April 2022) - 21K School

- Assisted in on-page SEO, link building, and keyword mapping for educational content.

Digital Marketing Intern (Feb 2021 – May 2021) - The Digital Socialite

- Worked on keyword research, backlinks, content creation, and social media scheduling.

PROFESSIONAL SKILLS

- Digital Marketing: SEO, SEM, Email Marketing, Social Media Campaigns, Display Ads
- SEO Expertise: On-page, Off-page, Technical SEO, Link Building, Keyword Strategy
- Analytics: GA4, Looker Studio, Search Console, Adobe Analytics
- Content & UX: Website Optimization, Landing Page Testing, Conversion Experiments (A/B)
- Technical: HTML, Basics, Core Web Vitals Optimization
- Tools: SEMrush, Ahrefs, Screaming Frog, GTmetrix, Lighthouse, Google Ads, Meta Ads

CERTIFICATION

- Google Search Ads Certification - Skillshop
- Google Analytics (GA4) - Skillshop
- Technical SEO - LinkedIn
- AI as Your SEO Assistant - LinkedIn
- Looker Studio for Beginners - LinkedIn
- Adobe Analytics Foundations- Adobe
- GEO introduction- open edu

EDUCATION

- MBA (Marketing), Jaipur National University, 2019 - 2021