

Jay Oza

Digital Marketer

✉ jayoza246@gmail.com ☎ +918780787216

Results-oriented Digital Marketer with a proven track record of success in increasing website traffic, leads, and conversions through SEO, PPC, and other digital marketing strategies. Eager to contribute my skills and knowledge to a fast-paced and growing company.

Experience

Digital Marketing Executive - SmartFish Designs Pvt. Ltd

November 2022 -Present

- Develop and execute digital marketing strategies to increase brand awareness, drive website traffic, and generate leads.
- Manage social media platforms, create engaging content, and analyze performance metrics to optimize campaigns.
- Conduct keyword research, optimize website content, and implement on-page and off-page SEO techniques.
- On page, off page and technical SEO Collaborate with cross-functional teams to create and manage digital advertising campaigns across various channels.
- Monitor and analyze website analytics using tools such as Google Analytics to identify areas for improvement.
- Also manage PPC campaigns in ads manager and Google Ads Friendly with SE ranking (SEO software) also knowledge about Semrush and MoZ. Deep keywords research and analysis.

Digital Marketing Executive - Sheetal Cool Products Pvt. Ltd.

July 2021 - November 2022

- Assisted in the development and implementation of digital marketing campaigns to promote products and services.
- Created and managed social media content, including writing posts, scheduling updates, and engaging with followers.
- Conducted market research and competitor analysis to identify trends and opportunities.
- Assisted in the optimization of website content and performed basic SEO tasks.
- Monitored and reported on campaign performance, providing insights and recommendations for improvement.

Skills

- Digital marketing strategy development and implementation
- Social media management and content creation
- Search engine optimization (SEO), On page, Off Page and Technical SEO
- Google Analytics, Google Search Console and other website analytics tools
- Campaign performance analysis and reporting
- Market research and competitor analysis
- Strong written and verbal communication skills
- Attention to detail and analytical thinking
- Team collaboration and project management

Education

Lukhdhirji Engineering college - Morbi

- Bachelor of Engineering in Production Engineering

2019

Fundamental of Digital Marketing (External Course)

- Google Digital Unlock

STRENGTH

- Responsible Attitude.
- Ability to work both Individually as well as in a team.
- Patience and ability to manage stress.
- Self-disciplined, Self-confident and Hardworking.
- Willingness to learn new things.

Software knowledge

- | | |
|--------------------------|--|
| • SE ranking | • Meta Business Suit |
| • Screaming Frog | • Meta Ads |
| • MoZ | • Google Ads |
| • Google analytics | • Bing Ads |
| • Google Search Console | • Instagram, LinkedIn, YouTube and more. |
| • Google Keyword Planner | |

Certification

- Google Ads Search Certification By Google
- Google Analytics - Skillsoft