

BRIJESH USADADIYA

PROFILE: I am digital marketing manager with qualified SEO professional and better experienced in SEO campaigns, Social Media Optimization, Keyword research, site Analysis, and link building. I have a passion for optimizing websites to achieve ranking goals and a talent for improving organic rankings with my creative approach and thorough research and analysis.

SKILLS & ABILITIES:

- SEO Optimization
- Social Media Marketing
- HTML / CSS
- Graphics Designs (Photoshop)
- Social media post and Hashtags for Engagement & increase potential customers as followers
- Content Marketing
- SEO Tools as Semrush, Ahrefs, Webmaster, Analytics, Screaming frog.

PROFESSIONAL EXPERIENCE:

DIGITAL MARKETING MANAGER AT NUKINDIGITAL

APRIL 2022 to Continue

RESPONSIBILITIES:

- Defined, developed, and implemented marketing strategies to automate and measure target audience movement.
- Develop SEO strategies & implement and monitor campaigns
- Perform site optimization, keyword research, and Analysis, competitor SEO research
- Social Media Activities include Facebook free and paid campaign, LinkedIn, Twitter, Pinterest, youtube.
- Create Social graphics posts and share them on all social platforms.
- Analysis for On page activities including Sitemap and robots.txt file, Title meta description including target keywords, website content optimization, Internal Linking, H1 to H6 tag, Schema, Geo Tag, Tracking for contact forms and Mobile numbers, Image optimize, Reviews Competitor's back links.
- Create Strategies for off page activities including Blog posting, Business listing, Guest posting, Social bookmarking, Press Release submission free and paid, Article submission, PDF posting, Image posting, Video posting, Profile creation in niche sites.

- Generate website reports through Webmaster and traffic reports through Analytics.
 - Analysis Competitor's Backlinks and website
 - Improve and modify strategic to optimize effectiveness
 - I am working on WordPress, Magento, dotnet, php, Joomla, shopify, and many platforms.
 - Maintain maximum effectiveness while adhering to strict deadlines.
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DIGITAL MARKETING MANAGER AT BYPEOPLE TECHNOLOGIES

APRIL 2020 to APRIL 2022

- Developed and managed lead processes to expand business opportunities.
 - Social media marketing, Create post design, and sharing to achieve potential customers.
 - Competitor website and keywords research.
 - Developed and implemented SEO strategies.
 - Monitored and tracked performance levels.
 - Managed projects' all tracked keywords reports.
 - SEO onpage and offpage strategy.
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SR. DIGITAL MARKETING ANALYST AT INOS TECHNOLOGIES

Nov. 2018 to March 2020

SR. SEO AND SMO ANALYST AT WEBZLABZ PVT. LTD.

April 2012 to Nov. 2018

SEO EXECUTIVE AT ELSNER TECHNOLOGY

Aug 2011 to April 2012

EDUCATION:

Degree	Year	Board/University	Percentage	Class
BCA	2009	Saurashtra Uni.	61.00%	First
H.S.C	2006	Gujarat Board	63.33%	First
S.S.C	2004	Gujarat Board	57%	Second

ACHIEVEMENTS:

I have worked on Australian projects and successfully achieved 80% of keywords of my projects.

St. Marry Medical Center, BayGallery Furniture, Victorian Laser & Skin Clinic, Brooks, Your Travel Ciity, MDT Design, SkinGen, Kashblinds, Pixel Blinds..

DECLARATION:

I hereby declare that the above-mentioned information is true to the best of my knowledge.

Brijesh Usadadiya - +91 90670 60601