Vivek Shah

**Mobile**: +91 8347312213 404, Swagat Rainforest App, Block-“A”

**Email: vivekshahseo@gmail.com** Kh- Road, Gandhinagar-382007

Obtain permanent full time employment in an environment that will allow me to utilize my professional and interpersonal skills while promoting personal growth.

**WORK EXPERIENCE**

**Organisation : DataEximIT**

**Designation : Digital Marketing Manager**

**Working duration : Present July 01 2018**

**Responsibilities:**

• Expertise in Lead Generation

• Lead Generation from the web via online marketing, Business listing & social media marketing.

• Plan and execute all web, SEO/SEM, marketing database, Google adwords, bing, PR, social media and guest blogging

• Design, build and maintain our social media presence

• Identify trends and insights, and optimize spend and performance based on the insights

• Brainstorm new and creative growth strategies

• Plan, execute, and measure experiments and conversion tests

• Collaborate with internal teams to create landing pages and optimize user experience

• Collaborate with agencies and other vendor partners

Working as a Digital Marketing Manager @DataeximIT

Handling All the Digital Marketing task with 15-person team

Core Inhouse Projects:

* DataeximIT
* HireFullstackDeveloper ( HFDI)
* HourlyDeveloper.io
* HireFrontendDeveloperindia
* DataITSolutions
* Hirebackenddeveloper.com
* Backenddevelopmentcompany.com
* Frontenddevelopmentcompany.com
* Codersnews.info

**Core Expertise:**

1) Lead Generation

2) Local & International Leads Generation

3) Social Media Platforms

4) Google Adwords

5) Bing ads

6) yahoo Ads

7) Guest Blog

8) Competitor Analysis

**Organisation : Echo Innovate IT Pvt. Ltd.**

**Designation : SEO Analyst**

**Working duration : Present Jan 05 2015 to June 2018**

**Responsibilities:**

• Responsible for complete SEO process (on & off page optimization) and web analytics

• Social Media (Facebook, Twitter, Linkedin) Optimization for Client sites

• Provided SEO guidance and recommendations for SEO friendly website design and development

• Developing and improving websites to enhance natural search rankings

• Preparing traffic report using Google Analytics. Manual reports for checking the ranking of sites in Search Engines like Google, Yahoo, and Bing

• Interacting with various business stakeholders to gather their business requirements

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**Organisation : Hi-Tech Outsourcing Services Pvt.Ltd (ISO Certified)**

**Designation : Jr SEO (Online Marketing Executive)**

**Working duration: April 2013 to Jan 2015**

**Responsibilities:**

• Handle a website & develop all strategies to complete a monthly goal of Lead.

• All activities for On-page and Off-page optimization

• Google Analytics, Webmaster Tools, Google Ad words, Word Tracker

• Developing and Managing Link Building Activities for all projects.

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**Organisation: Elsner Technology Pvt. Ltd.**

**Designation :** Team Leader **(Online Marketing Executive) Working duration :** **Oct 2010 – March 2011**

**Responsibilities :**

• Handle Different Clients Projects.

• Creating Weekly and Monthly SEO reports for various client projects.

• Managing team of 7 members for various off-page activities on multiple projects.

• Doing off-page activities in free time to complete projects on time.

• On-Page Suggestion for client projects.

• Create Title tags and Meta tags for various off-page activities and provide to team members for submission.

• Social Media (Facebook, Twitter, Linkedin) Optimization for Client sites

**ACADEMIA**

B.Sc **:** Gvt, Sci, College Gandhinagar 2006 - 2008

Sec – 15 (Gujarat)

HSC (Science) :G.H.S.C.E.B 2003 – 2005

**Skills & Expertise**

* SEO
* SMO
* PPC
* Social Media Marketing
* Promotions
* Web Marketing
* Email Marketing
* Digital Marketing
* Competitive Analysis
* Online Advertising

**IT CREDENTIALS**

In-depth knowledge of: MS Office, Internet Surfing, Software &Application Knowledge.

 **PERSONAL DOSSIER**

Date of Birth : 21stAugust 1986

Nationality : Indian

Languages known : English, Hindi& Gujarati

Hobbies : Travelling

Weight : 64 K.G.

Marital Status : Married

 **Thanks**

 **(VivekShah)**