**Shreya P. Thaker**

**Contact No.: +91-9265943572**

**E-mail address:** **shreyathaker17@yahoo.in****, shreyathaker83@gmail.com**

**CAREER OVERVIEW**

Willing to work in a dynamic and challenging work environment where I would be able to significantly contribute my Digital marketing, SEO (On Page SEO, Off Page SEO), PPC (Pay Per Click), SMO, Web Analytic & Web Master Skills to the organizations requirements while continuously enhancing my skill-set. Currently, I have 6+ years of experience in the field of Digital Marketing.

**ACADEMIC PROFILE**

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| --- | --- | --- | --- |
| **Examination** | **University/Board** |  **% Score** |  |
| Information Technology | Gujarat Technological University | 80.33 CPI |  |
| Diploma in Information Technology | Gujarat Technological University | 85.33 CPI |  |
| S.S.C | Gujarat Board | 75.82% |  |

**PROFESSIONAL EXPERIENCE**

**1. Organization**: **CommercePundit Technologies pvt. Ltd** (August-2016 to presently working)

**Appointed As**: **Sr. Digital Marketing Expert**

**Duration**: 4yrs + presently working

**Job profile**: CommercePundit is a e-commerce based I.T company. Over here i work on various e-commerce project. Working on different digital marketing skills such as **PPC, SEO , SMO** by communicating with clients to achieve the expected **ROI, Visits, Sessions, Transaction and Revenue** byusing multiple tools like Google Analytics, Google Webmaster Tool, Semrush Tool , MOZ tool and Much more.

**2. Organization:** **Infibeam.com** (**From 2015 to Aug-2016)**

**Appointed as:** **Sr.SEO Executive**

**Duration:** 1 Year

**Job Profile**: In infibeam I used to work on **on-page optimization**, **off-page optimization**, **SMO optimization** of Infibeam media store which consist of Books, movies, music & magazines by co-ordinating with the Delhi category team & Digital marketing team

* Over here I also manage the **static pages** & **Browse node** pages of a website through CMS. Working on Google analytics tool to generate high traffic and revenue of a website.
* Over here I am also working on **CMS** for editing of WebPages, **Banners & Products** adding.
* Working on **HTML & CSS** for adding the **Content** in a website.
* Working on Google webmaster tool to get the audit report of the website.
* Creating and generating Google analytics traffic & revenue report monthly.
* Over here, I am also doing the Guest Blogging and Local SEO of all the categories of the website.
1. **Organization:** **BlurbPoint Media Pvt. Ltd**.(**May-2013 to April-2015**)

**Appointed as:** **SEO Executive**

**Duration:** 2 Years

**Job Profile**: Blurb point media is a service based company. Over here I was handling different **international projects**. Was working on **On-page activities**, **off-page activities**, **SMO activities** of this projects.

* Creating and generating **audit report** using the seo audit tools like (woo rank, seo-optimizer, google webmaster tool etc.)
* Over here, I also used to do the **Guest Blogging** of all the projects of the company.
* Working on Google webmaster tool, Google analytics & Google adwords.
* Also work on Screaming Frog Spider tool for Crawling the WebPages.
* Over here I had also handle a small seo team of 4-5 members and used to guide them.

**PAY PER CLICK SKILLS**

• Search Ads, Display Ads, Dynamic Ads, Video Ads, Shopping Ads

• Creating multiple campaigns

• Perform keyword research & write effective PPC ads to match client goals

• Bidding strategy

• Conversion tracking

• Landing page analysis

• Optimizing & planning PPC strategy

• PPC Campaigns analysis and maintenance

• Improve Quality Score & lower CPC

• Google Ad-words Tool

**SEO SKILLS**

• Competitor Analysis

• Keyword Research and Selection

• App Store Optimization

• Google Web Master Tool

• Google Analytics Tool

• E-commerce SEO

• Website Structure & Analysis

• Meta Tagging

• Title Tag Optimization

• Xml Sitemap Generation

• Content Optimization

• ALT (Image) Tag Optimization

• Broken Link Check

• Robot.txt File creation

• UnNatural Link Find and Remove

• Profile Creation & Management

• Video Marketing

**STRENGTHS**

• Good Communication Skill.

• Positive attitude towards work.

• Ability to accept challenges and provide smart solutions.

• Willingness to work in groups and ability to lead group activities.

**ACADEMIC PROJECTS**

Directory Management System school, colleges, library and companies needs to keep their information secure through this project it helps schools, colleges, library, companies to get the information they want quickly and easily. This project keeps complete details of students ,staff, books and employees if a company wants a complete details of particular employees or a librarian wants a details of books that which books is issued or which books is not there will get a complete detailed information through this project. Our team accomplished this project within the given constraint.

**PERSONAL DETAILS**

**Date of Birth** :5th Aug 1993

**Father’s Name** :PareshkumarRameshchandraThaker.

**Address** : 14/B Jay Yogeshwar Appt., Kumbhanath Society, Nr. Avakar hall Maninagar (West), Ahmedabad.-380008

**Nationality** : Indian

**Linguistic Abilities** : English, Gujarati, Hindi

**Qualification** : Information Technology

**ACHIEVEMENTS AND OTHER ACTIVITIES**

* I have achieved a certificate on behalf of Gujarat Govt. for getting 3rd position in G.T.U.
* I had also been awarded as **Star Performer of the Month** from Blurbpoint Media Pvt. Ltd

**DECLARATIONS**

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

**Date:** 26-05-2020

**Place:**Ahmedabad                                                         **(Shreya Thaker P)**