



DHRUV VAGHASIYA

SR. DIGITAL MARKETING EXECUTIVE

PROFILE

I am a seasoned SEO professional with over 6 years of experience in the field. My expertise lies in implementing effective SEO strategies, website analysis, and optimizing content for search engines. I excel at improving keyword ranking and website traffic while collaborating with teams and managing social media channels to promote content. I am committed to continuous learning and thrive in dynamic environments.

CONTACT

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EDUCATION

2009-2012

GUJARAT UNIVERSITY

- Bachelor Of Commerce

SKILLS

- Search Engine Optimization
- Social Media Optimization
- Google Analytics
- Search Console

LANGUAGES

- English
- Hindi
- Gujarati

WORK EXPERIENCE

Motadata Pvt. Ltd

Aug 2023 - PRESENT

Sr. Digital Marketing Executive

- Developed and executed end-to-end SEO strategies to increase visibility in AIOps and ServiceOps domains
- Managed complete digital marketing lifecycle including SEO, and content marketing
- Performed in-depth keyword research, competitor analysis, and SERP audits for high-ranking opportunities
- Created and optimized landing pages, blog posts, and product pages for better engagement and rankings
- Executed on-page SEO (meta tags, schema markup, internal linking, image optimization, etc.)
- Built high-authority backlinks via guest posting and outreach campaigns
- Led technical SEO initiatives including site speed optimization, mobile responsiveness, and Core Web Vitals
- Coordinated with content writers to ensure SEO-optimized, value-driven content across all formats
- Utilized Google Analytics, Google Search Console, SEMrush, and Ahrefs for performance tracking
- Designed and delivered monthly traffic, lead generation, and keyword ranking reports to stakeholders
- Planned content calendars for blogs, social media, and newsletters to maintain brand consistency
- Improved domain authority and organic search rankings through continuous optimization
- Ensured all digital assets comply with SEO best practices and updated algorithm guidelines

CERTIFICATIONS/ SHORT COURSES

- Google Tag Manager- Udemy Academy
- Social Media Marketing - Hubspot Academy
- Facebook Ads - Udemy Academy

TECHNICAL SKILLS

- **Content Management System (CMS):** Proficient in Wordpress for managing website content and blogs.
- **SEO Tools:** Skilled using SEMrush, Ahrefs, Screamingfrog, for SEO Optimization, Keyword Research, Website Audit

FTI Technologies Pvt. Ltd

Feb 2022–Aug 2023

SEO Executive

- Responsible for complete SEO process (on & off page optimization) and web analytics Developing and implementing effective SEO strategies
- Improving their overall visibility on the internet and in turn increasing revenue Meta Tags Optimization
- Using programs such as Google Analytics to compile regular performance reports Managed and monitored rankings and engine results for certain search engines regular performance reports Prepare Reporting every month and send to client

Zantech Solution

Sep 2020- Dec 2021

SEO Executive

- Developed and Implemented SEO Strategy for Ecommerce project
- Responsible for SEO process (off-page optimization)
- preparing traffic report using google analytics, Manual reports for checking the ranking of sites in search engines like google and bing.

Evoort Solution

Apr 2018-Aug 2020

Jr. SEO Executive

- Responsible for SEO process (off-page optimization)
- preparing traffic report using google analytics
- Social media management: Facebook, Twitter, Pinterest, Instagram
- Developed and Implemented SEO Strategy for Ecommerce project