**Tejashri Dhavale**

Digital Marketing Specialist

Tejashri-390481@2freemail.com



**Summary**

Experience in developing websites using custom CMS-driven websites(Drupal, Wordpress). Also, experience working in a Search Engine Optimization (SEO), Landing Pages, Off-Page SEO, and Pay Per Click (PPC). I always looking out for a opportunity that will allow me to use my skill set for growth of an organization that I work for.

**Work Experience**

**Agile CRM, Hyderabad -** ​Aug 2018 - Jan 2019Digital Marketing Analyst **Roles & Responsibilities**

* Keyword research using a tool like Keyword Planner by Google Keyword Planner, SEMrush, Moz’s Keyword Explorer, etc.
* Top competitor analysis which includes both website and backlink analysis.
* On-Page implementation and Website Enhancements for both Static and Dynamic Websites.
* Generating XML & HTML Sitemaps, Robots.txt for websites and index in Google Webmaster tool.
* Off-Page Optimization and Online Website promotion.
* Generating Report for Traffic Analysis using Google Analytics, Google webmaster tool and preparing the Manual Reports for the keyword ranking in Excel.
* Creation of landing pages using HubSpot, MailChimp
* Performed backlink audit for website
* Creation of keyword ranking report

**Ready Mediacom Private Limited, Hyderabad -** ​Jan 2018 - Jul 2018

Digital Marketing Analyst(Intern)

**Roles & Responsibilities**

* On-site optimization of website content
* Track and analyze website traffic flow and provide regular internal reports
* Researching potential link-building opportunities
* Creating and updating website content
* Growing our presence through social media channels
* Adwords campaign creation and analysis
* Website auditing according to SEO facts.

**Futuready Media Pvt Ltd, Mumbai**​- Apr 2017–Aug 2017

Jr. Web Developer

**Role and Responsibilities**

* Based on a Lead management system (LMS)
* Create web page layout by using Bootstrap, HTML5,CSS3
* Create PHP template for the form submission
* Create API for leads get a call after submitting a form
* User interface using jQuery, Ajax
* Update the blogs, content, images on the website
* Run the campaigns

**Vatsa Solution Pvt Ltd, Pune**​- Sep 2014–Aug 2016Software Engineer

**Roles & Responsibilities**

* Creating and defining content types, views, and other functional requirements
* Creating a website using Drupal themes
* Upgrade Drupal 6 to Drupal 7 version
* Developing themes and responsive theming uses a viewport for the mobile view

**Technical Skills**

* On - page Optimization - Keyword optimization, Meta tag optimization, Image optimization, Content optimization, Web page analysis, Competitor analysis
* Link building, strategic internal linking
* Keyword research using tools- keyword research planner, SemRush, keywordtool.io, Ahref keywords explorer
* Basic Knowledge of Google Adwords, Google Analytics
* Email marketing
* Website Creation using Bootstrap, Drupal, and Wordpress
* Knowledge of HTML5, CSS3, jQuery

**Educational Qualification**

* Bachelor in Computer Application (2007-2010) from SNDT Mumbai University
* Master of Computer Applications (2011-2014) from University of Mumbai

**Certification**

* Certificate In Digital Marketing
* Certified in Google Analytics & Google Adwords

**Personal Details**

Date Of Birth: 02 Dec 1989

Nationality: Indian

Language Known: English, Hindi

Marital Status: Married

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