

SHUBHAM UPADHYAY

DIGITAL MARKETING EXECUTIVE



CONTACT



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SKILL



LANGUAGE



HOBBIES



ABOUT ME

I am a digital marketing enthusiast with a knack for uplifting individuals and organizations to register their presence in the wide and prospective digital world. I am positively-obsessed with learning and implementing modern and ever-growing strategies and tricks to help my clients gain best results in SEO, SMO and PPC Campaigns.

EDUCATION

- | | |
|-------------|---|
| 2015 - 2017 | <u>MBA in Advertising & Public Relations</u>
Post graduate in MBA in Advertising and Public Relations from DAVV with 70 percentile. |
| 2012 - 2015 | <u>B.Com in Computers</u>
Graduate in B.Com with Computers from DAVV with 60 percentile. |

EXPERIENCE

- | | |
|------------------|---|
| Sep18 to Present | <u>Retail Automata Analytics</u>
Digital Marketing Executive.
Working on SEO and SMO for various international projects. |
| Jun17 to Aug18 | <u>F5 Buddy</u>
SEO Executive
Perform on-page & off-page activities for us, uk & canada based projects. |

What I've Done:

Retail Automata Analytics

Created SEO strategy for On-page & off-page
Prepared Base Line Report
Keyword Research
Competitor Research
Technical Audit
Backlink Audit
Competitor Research for SMO
Created Plan for Social Media Posting
Made Posts for Social Media
Research for Scheduling Post

Project Details -

<https://www.retailreco.com/>
<https://www.enalito.com/>
<https://x2ovapes.com/>
<https://www.coladaco.com/>
<https://elimadenttools.com/>
<https://www.hear-better.com/>
<https://www.goodstuffapparel.com/>
<http://photonlegal.com/>

F5 Buddy

Built SEO strategy for On-page & off-page
Created Base Line Report
Keyword Research
Competitor Research
Technical Audit
Backlink Audit
Backlink Research

Project Details -

<https://landlegalgroup.com/>
<https://www.bogies-bar.com/>
<https://www.richardjameswoodenfloors.com/>
<https://shortlinemoving.ca/>
<https://www.cleardiamondautoglass.com/>
<http://greenvalleychiropractor.com/>
<https://preciseplumbingoakville.com/>

Tools i worked on

SemRush, Ahrefs, Google Search Console, Google Keyword Planner, Raven, Screaming Frog
SEO Spider, Moz Pro, KWFinder, Ubersuggest, Google Analytics and Majestic

Internship

20th Dec15 to
20th Jan16

PSPL Advertising

Indore-based advertising agency.
Worked here to get the exposure of advertising agency.

11th Apr16 to
16th Jun16

Agency Digi

Mumbai-based advertising agency.
Worked here as a GRAPHIC DESIGNER and created posts for Colors TV & Axis Bank social media.

22nd Oct16 to
05th Dec16

Creative Torrent Business Solutions

Indore-based advertising agency.
Worked here as a Client Service Executive & earned the exposure of how to deal with clients.

Certificates

Certified in Digital Marketing course from Crazy on Web.
Certified in Google Ad-word fundamentals and Search Network.
Certified in Google My Business Basics.
Certified in Google Digital Unlocked.

Academic Profile

Master of Business Administration from International Institute of Professional Studies (DAVV) with an aggregate of 70% in 2017.
Bachelor of Commerce from RPLM College (DAVV) with 60% in 2015.
Passed the Higher Secondary Certificate Examination(12th) from MP Board with 45% in 2010.
Passed the Secondary School Certificate Examination(10th) from MP Board with 68% in 2008.

Skills

Basic knowledge of computer hardware and software.
Working Knowledge of Microsoft Office, Movie Maker (XP), Adobe Photoshop and Corel Draw.
Optimistic Approach.
Project Management.
Client Servicing, Brand Management, CRM.
Problem solving and Positive Mindset.
Hard working with never give up attitude.