

Yash Soni

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Jaipur, Rajasthan - 302017

DIGITAL MARKETING MANAGER

Results-driven professional with over 2 years of experience in optimizing websites for search engines, increasing organic traffic, and improving SERP rankings. Proven expertise in keyword research, on-page and off-page optimization, and performance analysis. Adept at developing and implementing strategic SEO plans to enhance online visibility and drive business growth.

Strong interpersonal & communication skill, familiar with the dynamic and process-driven organization culture.

KEY COMPETENCIES

SEO Strategy Development	Content Strategy & Optimization	Industry Trends and Innovation
Keyword Research & Analysis	Technical SEO	Client Relationship
On-Page & Off-Page Optimization	Competitor Analysis	Performance Optimization

PLATFORMS & TOOLS

Google Search Console	Google Analytics	Wordpress, Shopify
Google Tag Manager	Ahrefs	Meta Ads Manager
Semrush	Screaming Frog	LinkedIn Ads Manager

PROFESSIONAL EXPERIENCE

GCL Broking

December 2023 - Present

Digital Marketing Manager

- Lead the development of comprehensive SEO strategies, conducting in-depth keyword research and analysis to optimize website content and enhance visibility, traffic, and conversion rates.
- Performed technical SEO audits and implemented recommendations to enhance website performance and crawlability.
- Managed link-building campaigns to acquire high-quality backlinks, improving domain authority and SERP rankings.
- Created and managed content calendars, ensuring timely publication of SEO-friendly blog posts and product descriptions.
- Managed all social media accounts for the company, implementing strategic content plans to enhance brand presence and engagement across platforms.

W3 Speed Up

Nov 2022 - Dec 2023

SEO Executive

- Monitor and analyze website performance using tools such as Google Analytics and Google Search Console to track keyword rankings, organic traffic, and user engagement metrics.
- Led the process of conducting technical SEO audits, link-building campaigns and reporting across multiple domains by collaborating with the team of developers and project managers to establish SEO best practices.
- Conducted site audits to identify and resolve technical SEO issues, enhancing website speed and user experience.
- Developed and optimized meta tags, headers, and content to align with SEO best practices.
- Collaborated with cross-functional teams to ensure alignment of paid social strategies with overall marketing objectives and initiatives.

Wishtech Solutions

July 2022 - Oct 2022

Digital Marketing Intern

- Monitored competitors' SEO activities and identified opportunities to outperform them in SERPs.
- Monitored online presence of company's brand and engage with users, strengthening customer relationship.
- Prepared detailed performance reports and presented findings and recommendations to senior management.
- Learned about SEO & SMO, as well as how to create content based on keywords and search queries to improve google rankings.
- Increased organic traffic to the client's website through on-page optimization and backlinking campaigns.

LICENSES & CERTIFICATIONS

- LINKEDIN : Digital Marketing Foundations
- GOOGLE : Analytics Certificate
- HUBSPOT : SEO Certification Course
- GOOGLE : Fundamentals of Digital Marketing
- SEMRUSH : SEO Crash Course

EDUCATION

SS Jain Subodh College

2017 - 2020

Bachelor of Science