

Vimal Jadon

DIGITAL MARKETER

ABOUT ME

A results-driven and highly motivated digital marketing professional with over 2 years of hands-on experience in SEO, social media, content creation, and website optimization. Skilled in driving organic traffic and engagement, leveraging keyword research, and enhancing user experience through thorough testing and data analysis. With a strong foundation in SEO strategies, content marketing, and e-commerce, I am currently seeking a challenging role within digital marketing. My dedication to continuous learning and expansion of my digital marketing skill set, including expertise in WordPress, CRM, and email marketing, supports my ambition to maximize online brand visibility and achieve measurable results.

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Sonia Vihar, Delhi, India

WORK EXPERIENCE

Sr. SEO Executive | August 2023 - Present

Sat Kartar Shopping Limited

- Increased organic traffic by over 100% and boosted Organic revenue by 150% for an e-commerce Ayurvedic store by implementing SEO strategy
- Provided insights on website UI/UX improvements.
- Conducted in-depth keyword research to identify high-converting terms, leading to higher visibility and search ranking for core products.
- Strategized and executed off-page SEO initiatives, resulting in a significant increase in site authority and search engine rankings.
- Continuously analyzed performance metrics, adjusting strategies for sustained SEO improvements that supported sales growth.

Digital Marketing Executive | June 2022 - June 2023

Additans Digital

- Managed comprehensive SEO campaigns, focusing on keyword research and on-page optimizations to boost organic search traffic.
 - Created engaging content across digital platforms, enhancing audience engagement and maximizing reach.
 - Conducted detailed website performance analyses, including user testing, for an improved user experience.
 - Developed and executed social media campaigns, maintaining an active social media calendar to drive engagement and follower growth.
 - Established an e-commerce presence on Amazon, Flipkart, and Meesho, generating revenue through strategic product placements.
 - Built and maintained a website using WordPress to enhance brand presence.
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CORE SKILLS

- **Search Engine Optimization (SEO):** Keyword Research, On-page & Off-page SEO, Traffic Optimization
- **Content Creation & Writing:** Digital Content Strategy, Content Editing, Audience Engagement
- **Technical Tools & Analytics:** Google Analytics, SEO Tools (Ahrefs, SEMrush)
- **Website & CMS Management:** WordPress, E-commerce Platform Setup (Amazon, Flipkart, Meesho)
- **Marketing Campaigns & CRM:** Email Marketing, Social Media Campaigns, Campaign Management
- **Social Media Content Planning:** Campaign Development, Calendar Management, Audience Targeting, Engagement Optimization

EDUCATION

- Currently Pursuing Graduation
- Diploma in Tourism & Management – TMI Academy
- Diploma in Digital Marketing – Skill Circle
- Passed Class XII (C.B.S.E.) – 2019
- Passed Class X (C.B.S.E.) – 2017

Actively seeking a new role within digital marketing, particularly in paid media, where I can leverage my analytical abilities and strategic mindset to drive data-driven results. Open to training and development in paid media strategies and platforms to expand my expertise and make a meaningful impact.
