

Dipak Chhotu Jadhav

Email: dipakjadhav689@gmail.com

Mob: +91 8010792556

Linkedin: <https://www.linkedin.com/in/digitaldipak>

Work Experience:

Coingape Media Pvt Ltd (April 2022 - July 2022)

SEO & Content Writing Intern

- Done keyword research using ahrefs and implemented on-page optimization strategies to improve website rankings.
- Build links using guest posting, blog outreach, web 2.0, blog commenting, directory submissions & profile submissions to increase website authority.
- Work with the content team to optimize website content for SEO including titles, descriptions, headings, and body content.
- Use web analytics tools to monitor website traffic, user behavior & KPIs such as organic search traffic, bounce rates, and conversion rates.

Digiproton Technologies Pvt Ltd (Feb 2021 - June 2021)

SEO Specialist

- Conduct keyword research using Google Keyword Planner & Ubersuggest to identify relevant keywords for our target audience.
- Implement meta tags, headers, and other on-page optimization tactics.
- Run A/B tests to compare different versions of website elements such as landing pages, product pages, checkout flows, and call-to-action buttons.
- Conduct A/B testing of ad copy and landing pages to optimize campaign performance.

Keyline Print Pvt Ltd (Print Online Store ecommerce) (Aug 2020 - Dec 2020)

SEO & Ecommerce Optimization Intern

- Do keyword research using ahrefs and implement on-page optimization strategies to improve website rankings.
- Build links using guest posting, blog outreach, web 2.0, blog commenting, directory submissions & profile submissions to increase website authority.
- Identify areas of the website that can be optimized to improve ecommerce website user experience, increase engagement & drive conversions.
- Run A/B tests to compare different versions of website elements such as landing pages, product pages, checkout flows, and call-to-action buttons.

Internshala Pvt Ltd (Dec 2018 - Feb 2019)

Internshala Student Partner 12

- Conduct presentations and workshops to educate students about the benefits of internships and online training.
- Participate in college fairs and events to increase brand awareness.
- Engage with your college audience and respond to inquiries.
- Assist with creating content for Internshala's blog and social media platforms.
- Write articles and create visual content such as infographics.

Trippin Traveller Pvt Ltd (Sep 2018 - Dec 2018)

SEO & Content Writing Intern

- Conduct keyword research using Google Keyword Planner & Ubersuggest to identify relevant keywords for our target audience.
- Optimized website content and structure to improve search engine rankings.
- Implement meta tags, headers, and other on-page optimization tactics.
- Created seo friendly content such as blog posts, destination guides, and travel tips.
- Identify opportunities for backlinks and conduct outreach to relevant websites.
- Monitor website analytics and provide reports on website traffic, user behavior, and other relevant metrics.

XLSpace Pvt Ltd (April 2018 - Sep 2018)

Digital Marketing Intern

- Write engaging content for social media platforms such as Facebook, Twitter, and Instagram.
- Monitor social media accounts for engagement opportunities and respond to comments and messages.
- Conduct keyword research and analysis to improve website rankings.
- Assist in implementing on-page optimization techniques such as meta descriptions, headers, and alt tags.
- Conduct A/B testing of ad copy and landing pages to optimize campaign performance.
- Analyze data from various digital marketing campaigns to track performance and identify opportunities for improvement.

Abyeti Technologies Pvt Ltd (Nov 2017 - March 2018)

Digital Marketing Intern

- Conduct keyword research and analysis to improve website rankings.
- Assist in implementing on-page optimization techniques such as meta descriptions, headers, and alt tags.
- Conduct A/B testing of landing pages to optimize campaign performance.
- Analyze data from various digital marketing campaigns to track performance and identify opportunities for improvement.
- Monitor social media accounts for engagement opportunities and respond to comments and messages.
- Analyze data from various digital marketing campaigns to track performance and identify opportunities for improvement.

Areas of Interest:

- SEO (On Page/Off Page/Local/Technical)
- Content Writing
- Social Media Optimization

Educational Background:

- Graduated in Mechanical Engineering from SIEM, Nashik with First Class Distinction in 2016.
- 12th science with 69% from M.S.G. College, Malegaon in 2011.
- 10th Class with 85% from D.B. Patil Vidyalaya in 2009.

Trainings Completed:

- 3 Months Training on Digital Marketing Basics from Digital Deepak in 2017.
- 3 Month Course on Online Marketing Fundamentals from Google India & UK in 2017.
- 4 Months Training on Search Engine Optimization from Emarketing Institute in 2018.
- 3 Month Course on Web Analytics from Accenture future learn in 2018.