

RAJESH JUJARE

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Achievement-driven professional looking for challenging assignments in Digital Marketing with an organization of high repute, preferably in Bengaluru. Capable of delivering innovative & creative marketing concepts and strategies to the organization for adding value

PROFILE SUMMARY

- Skilled in supporting Managers in developing strategies to build a lasting digital connection with consumers
- Possess knowledge of digital marketing concepts, best practices, and web analytical tools like Google Analytics
- Resourceful in executing, and optimizing digital campaigns via paid search/AdWords, and paid social advertising channels
- Knack to develop strong relationships at senior levels and support management in managing high-value customer accounts
- Ability in developing content such as blog posts, presentations, videos, and social media content
- Proficient in identifying new trends in digital marketing, and ensuring the brand is at forefront of industry developments
- Sharp attention to detail with a desire to be a Digital Thought Leader & Influencer to the growth & culture of a unique experiential business

KEY SKILLS

Digital/Influencer Marketing	Campaign Management	Google Search Console
Content/Email/In-Bound Marketing	Google Analytics	SMM & SEM (Learning)
Client Servicing	Reporting & Documentation	Team Management
User Engagement	Conversion Rate Optimization	Stakeholder Management
Product Management	SEO Analysis	Performance Management

ORGANIZATIONAL EXPERIENCE

Esper, Bengaluru as Digital Marketing - SEO Specialist

Nov'21-Jan'23

Highlights:

- Led implementation of Technical SEO for improving website DA from 38 to 54 in a year
- Effectively improved organic traffic by ~110% over a stipulated duration
- Successfully worked on subdomains and connected them to the product page which helps to increase organic leads
- Improved targeted keywords by 70%

Role:

- Possess exposure to project management tool Jira, implemented on-page, conducted competitor analysis, content gap, technical SEO, and identified blog topics boosting traffic and meeting targeted business needs
- Gathered understanding of the product and defined the right audience to land them on product pages helping to understand the organization better
- Collaborated with a cross-team of Web Developers, Designers, Product Management, and Editors to ensure better user engagement on the website
- Partnered with multiple stakeholders to communicate expectations and recommendations
- Stayed up-to-date with SEO trends, search engine algorithm updates, and technology

StanVentures, Bengaluru as Sr. SEO Specialist

Aug'20-Aug'21

Role:

- Implemented best practices on page SEO and keyword research to improve organic traffic
- Coordinated with Guest Bloggers with high domain authority
- Developed a link-building process to reach 20 K Organic traffic in coordination with SMEs
- Created a strategy for increasing local citations and local SEO
- Identified 100+ topics and reached out to bloggers for writing content & promotion and branding
- Generated reports from Google Analytics and Google Webmaster
- Partnered with Content and Design teams for delivering outstanding content

- Developed content outline structures, devised SEO strategy for organic traffic, link-building strategy, brand awareness, lead generation, and CRM

SYNERGOS, Bengaluru as SEO Specialist

Oct'19-May'20

Role:

- Managed 3 different clients and generated reports as per the requirements
- Prepared monthly & weekly reports with all required details
- Curated and executed digital marketing strategies for organic growth and link-building process
- Coordinated with Design, Content team, and Developer teams to ensure web pages are SEO-friendly
- Performed full website audit and created a report to implement the strategies to overcome issues
- Conducted complete research on White hat techniques
- Listed and implemented technical SEO to resolve issues
- Created SEO reports, google analytics, client project, and On & Off SEO

Knowledge Hut Solutions, Bengaluru as Online Marketing Analyst

Feb'18-Sep'19

Role:

- Identified keyword discovery, expansion, and optimization to achieve business objectives
- Optimized keywords in existing content and new opportunities for the addition of keywords
- Wrote suitable meta titles, descriptions & heading tags as per guidelines
- Optimized website content, and landing page
- Collected data and reported on traffic, rankings, and other SEO aspects
- Managed keywords included in URLs for better CTR
- Implemented sitemap XML, Robots.txt & Internal linking
- Provided SEO analysis and made recommendations for websites with Audit tools
- Added rich snippets to help Google to understand the content better and increase CTR
- Worked on Link building, Content Outline Creation, Influencer, and guest posts with on-page tactics

MAJOR ACHIEVEMENTS

- Efficiently convinced Authors to enroll in the offered course by the organization
- Onboarded 10+ Influencers from UK, Belgium, USA, London, etc.
- Recognized by top-level management for converting blog authors to customers
- Appreciated by Management for working on case study building backlinks from Influencers' websites

ACADEMIC DETAILS

- Strategic Digital Marketing & Analytics - IIM Rohtak | 2023
- Bachelor of Technology – (ECE) | Sitams College | 2016

TECHNICAL SKILLS

- Skilled in Google Analytics, Screaming Frog, Google Webmaster, Answer the Public, Ahref's, SEMRush, Keyword Planner, Keyword Everywhere, Majestic SEO, GT Metrix and Copy Scape