**[Digital Marketing Specialist](https://www.postjobfree.com/resume/adup6z/digital-marketing-jersey-city-nj)**

**Location:**Jersey City, NJ

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Summary

A highly motivated and confident individual who has a successful track record of making online campaigns

profitable, and who also possesses solid exposure to SEO and other related disciplines. Experience in emerging

trends, best practices and in evolving strategies to continually improve a sites performance in search results. Have

a highly technical knowledge of the industry along with a very good strategic approach to problems.

Education

Bachelor of Engineering in Computer Science from Gujarat Technological Univercity, Ahmedabad, India

Skill Highlights

SEO (Search Engine Optimization) Local SEO

On Page SEO Off Page SEO

PPC & Display Ads Email Marketing

Social Media Marketing Brand Development

Digital Marketing Conversion Rate Optimization

Search Engine Marketing Bidding Portals(Upwork, Freelancer,

Content Marketing Guru etc)

Lead Generation Data Mining & Research

B2B Lead Generation Link Building

Tools

Google Analytics Screaming Frog

Google Webmaster Tools Social Media Management (Hootsuite,

Ahref Tweetdeck, Buffer)

Woorank CMS (WordPress)

Semrush Statcounter

Moz Data Mining

UberSuggest Email Marketing (Mailchimp, Hubspot,

Google PageSpeed Insights Outlook)

GTmatrix Google Tag Manager

Professional Summary

Around 6 Years of experience in SEO, SMO, SEM, Digital Marketing, Web 2.0, Ecommerce Product

based marketing & ASO.

Sound knowledge in Business analysis, Lead Generation, Website Analysis & design, Competitor

Analysis, Keywords Analysis,, Web 2.0 blogs & Ecommerce based websites & applications in SEO

industry.

Handled more than 50+ Clients base and significantly raised rankings of Clients website within the

top 10 in major search engines (google, bing, duclduckgo & Yahoo) for most of the keywords.

Gained extensive experience and understanding of Web analytics, Google Adwords and Google web

master for client accounts.

Analysing requirement & providing web promotions solutions to clients which involves designing,

implementing search engines marketing plans operational stratigies like Keyword research,

Competition analysis, site analysis, Search engine marketing plan, Web (google )penaly solutions

etc.

Pre analysing solutions for potential clients content management and optimization based on latent

semantic indexing, supervising & monitoring the complete execution of the projects in terms of

planning the objectives, operations, time frame, quality checks etc.

Good listner and communication skills

Ability to build strong professional reationships, manage teams

Strong analytical skills : ability to draw conclusions from data and create solutions

Focused on administering search engine programs for diagnostic reporting purposes

Competent at creating and supporting marketing content to ensure increased clients website

visibility

Assisting in layout of web pages when required

Delivered completely on page and off page optimization by a fresh team for clients

Content optimization and marketing skills with various knowledge of latest techniques for content

syndication and get good authority like guest blogging, press release, interviews for branding

purpose, skyscraper technique, infographics, guestographics, webinars, video marketing, etc.

Good knowledge of lead generation from various channels like social media, website, and email

marketing, content marketing, landing page creations, and video marketing.

Professional Experience

Digital Marketing Specialist- 10/2022 to Present

TheraAide Rehab LLC DBA A&H Global, Jersey City, NJ

Responsibilities:

Plan and monitor the ongoing company presence on social media platforms.

Actively involved in SEO efforts(Keyword, image optimization, Meta tags, speed optimization, on

page seo, off page seo)

Track site performance and develop new process to improve companys organic traffic and leads

Measure performance of digital marketing efforts using a variety of web analytics tools(Google

analytics, webTrends, google search console, screaming frog, ahref etc)

Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship

programs, email promotions, or viral marketing campaigns on social media Web sites

Conduct market research analysis to identify search query trends, real-time search and news media

activity, popular social media topics, electronic commerce trends, market opportunities, or

competitor performance

Implement online client service processes to ensure positive and consistent user experiences;

Execute or manage social media campaigns to inform search marketing tactics

Prepare online newsletters and promotional emails and organize their distribution through various

online channels

Prepare electronic prototypes, storyboards, or other content, using graphics design software to

advertise talents need for our clients

Acquire insight in online marketing trends and keep strategies up-to-date

Help to maintain digital partnerships and connection with other clients; and

Research SEO keywords to use throughout the company's website and marketing materials.

Senior SEO Executive / Digital Marketing Executive - 03/2017 to 08/2022

World Web Technology, Ahmedabad

Description: World Web Technology Indo-american based Web Design& Development, Software

Application & Plugin Development Company focused on delivering offshore software and web solutions to

work with startups and enterprises to help simplify their outsourcing experience and reduce costs/time-to-

market.

Responsibilities:

Manage on-page and technical aspects of SEO projects including Kickoff, website audit, planning

and Strategy implementation.

Work with team to implement complicated SEO strategies

Collaborate with Sr. SEO Manager/SEO Manager to develop project roadmaps and execute

effectively in a timely manner

Identify obstacles on site and work with developers & designers to optimize results

Conduct technical website audits: Analysis website, HTML, CSS, robots.txt, sitemap.xml, .htaccess

files, crawling & indexing, structured data, website speed optimization, SEO friendly URL structure,

Duplicate content, canonical tags etc.

Create meaningful KPIS and reports daily, weekly and monthly to the internal team and executives.

Plan and execute SEO programs such as opportunity analysis, campaign and planning, and auditing

and management

Provide tactical SEO recommendations to clients pertaining to product launches, website updates,

and locale-specific content optimization

Create and upload compelling, keyword-optimized content for websites, blogs, and articles

Conduct periodic audits for clients accounts and provide troubleshooting and technical support

Maintain current content by incorporating the right mix of content creation methods

Implement, analyze, and optimize organic and paid search engine marketing activities.

Manage and prioritize multiple projects and tasks simultaneously

Developed and implemented digital marketing strategies which significantly increased the website's

ranking and attracted more potential customers to the website.

Landing page designing

Taking a call with clients and explain to him a progress report

Co-ordination Skill with developers, designers, and Business Analysts for various updation on

websites like landing page optimization, SEO optimization, blog optimization, keyword insertion,

Goals creation, Event creation, Website navigations, etc.

Creating Various Competitor and Analytical Reports through Google Analytics, Webmaster, And

Audits Reports from various Digital Marketing Tools Like AHREF, SEMrush, similar web, Hootsuite,

Create Strategy for Content Marketing and Handling Email marketing Campaigns through HubSpot

CMS.

Managing, monitoring and analyze PPC campaigns

Stay up to date with the latest technology and best practises

Plan and oversee the entire website architecture, restructuring page hierarchy where necessary

Oversee all the company's social media accounts. Responsible for daily social media activity and

creating a positive buzz about the company

Manage SEO-related assets, tools/platforms including Google My Business, Google Search Console,

Google Analytics, Google Keyword Planner, Ahrefs, Semrush, Screaming Frog.

Senior SEO Executive / Business Development Executive - 03/2019 to 11/2022

Mayora Infotech, Ahmedabad

Description: Mayora Infotech is a company that specializes in web and mobile app development. In 3

years, They have made giant strides in progress, serving over 100 clients in a short span of time.

Responsibilities:

Handling Pre-sales starting from consultation, business requirements understanding, analyzing,

provide estimates to closing.

Working with USA, UK, UAE, Africa, EU based startups &Canada

Engage with prospects to drive sales.

Online Bidding in Upwork, Freelancer, Guru and many more

Built and maintained relationships with key contacts at potential clients, consulting companies and

partners in order to get access to new opportunities.

Build, plan and implement the overall digital marketing strategy for companys website

Develop keyword plans through conducting keyword research on a regular basis to generate

content ideas and optimize existing content

Plan and oversee the entire website architecture, restructuring page hierarchy where necessary

Optimize web pages such as the homepage, landing pages, blog posts, Services page (on-page SEO)

in terms of improving content quality, keyword optimization, and user experience to boost organic

search rankings

Conduct regular technical SEO audits and work with the web development team to fix technical

website issues (e.g. slow page load speeds, page crawl errors, and duplicate content)

Manging company's social media accounts. Responsible for daily social media activity like post,

engagement, likes etc.

Manage and improve online content, considering SEO and Google Analytics.

Work closely with the Creative Graphics Designs Department for online campaigns.

Projects

BartenBros NJ, USA - 03/2021 to Present

About Company : BartenBros Junk & clean up is a family owned and operated, local, specialized trash and

junk removal business based out of point pleasant, New Jersey.

Problem:

Little online presence in a competitive online business vertical. Needed to be found online, compete with

more marketing-heavy moving and storage companies and control their brand message to better grow

their business. The challenge was to increase the ranks of internal pages and promote the website to

targeted audience.

Digital Marketing Tasks

Manage the Social Media Accounts Develop Brand Strategy Banner Design Post Planning Blog

Management Contest Management Audience Engagement Paid Advertising in Facebook & Instagram

Solution:

I started with a SEO audit initially to analyze the website visibility, speed, indexed pages, and

keyword rankings in the search engines. I conducted the competitor analysis to identify the most

frequently used keywords by the audience.

I optimized and improved their search engine visibility by creating featured location-based

keywords using Google keyword planner and implemented those keywords in Meta tags, image

tags and website content. I built sitemap comprising of all internal pages and set up the Google

Analytics for analysis of website visitors and continuous monitoring of the website traffic.

To improve business integrity and local rankings, I created quality back links through social

bookmarking, forum postings, and directory submissions in business listings with name, address,

working hours, and customer reviews.

Created new services pages

Created Website awareness in the New Jersey & USA.

Increase website traffic with the +300%

Imporved keyword ranking. Right now wesite in Top 10 google results

Increased the number of leads

CaddyDaddy & Bop Parts CA, USA - 01/2021 to Present

About Company : Caddy Daddy has been selling quality Cadillac parts for more than 40 years, making it

one of the longest running Cadillac supply companies in the industry.

Problem:

Being the largest manufacturing company in USA, CaddyDaddy focuses on expanding their growth in USA

with the help of digital marketing solution. Their website suffers from lower search engine rankings and

poor customer visits. I took the challenge as the opportunity to increase their website visitors and enhance

their conversions by local listing and improving overall search engine ranking.

Digital Marketing Tasks:

Manage the Social Media Accounts Develop Brand Strategy Post Planning Blog Management

Content Management Audience Engagement Create New PPC campaigns Competitor Analysis

Reporting Remarketing

Solution:

I begin with analyzing their website, page ranking, and visitors with an idea of optimizing their

website, I framed an SEO strategy that involves in keyword research, competitor analysis, content

audit, local listing and backlinking.

I analyzed the most frequently used keywords by customers to search their niche products or

services through Google keyword planner; I set up webmaster, sitemap and Google analytics on

their website to enable the website monitoring.

I research their competitors to identify the major industry trends and techniques followed by the

industries. To improve their search engine visibility, we optimized their website title, description,

H1 tag, H2 tag, canonical tag, and image tag.

For overall website ranking, I created quality backlinks through social bookmarking, directory

submission, classified submission, forum posting, blog commenting and RSS feed creation.

I build a Google business page for the company along with the details including business address,

phone number, business timings and customer reviews.

50% increase in Local Rankings

30% increase in Service page rankings

40 % increase in conversions

80% increase in Website visitors

Billet Frames WI - 01/2018 to 03/2020

About Company : Billet Frames is your source for personalized billet aluminum license plate frames. Our

100% CNC machined solid billet aluminum license frames are anodized, sealed, and waxed for all weather

durability.

Problem:

Client needed to improve their online presence nationwide to dominate the industry online, compete with

other large corporations and improve the authority of the relevant pages of the site.

Digital Marketing Tasks:

Develop Brand Strategy Post Planning Blog Management Content Management Audience

Engagement Create New PPC campaigns Competitor Analysis Reporting Manage the Social Media

Accounts Facebook Ad Campaign Link Building

Solution:

I analyzed the website to find their ranking difficulties and focused keywords. I found industry-

focused keywords using major tools like Google keyword planner. I begin with on-page optimization

of the website through Google analytics and webmaster set up.

To improve the organic traffic, we created keyword-specific meta titles, description and keywords

and optimized H1 tag, Alt tag, canonical tag, and image tags.

I build the SEO strategy that covers the local audience. I posted the website on local web directories

and review websites.

I created quality backlinks through social bookmarking, URL submission, classified submission,

registration to business websites, Dmoz submission, RSS feed submission, forum posting and blog

commenting.

Analyzed the mobile-friendliness of the website and optimized the code to improve the website

speed.

Run facebook ad campaign to gain more visit, likes and shares of companys facebook page. Also

increase the lead ratio from social media channels.

70% increase in organic search traffic

50% increase in website visitors

50% reduce in bounce rate

40% increase in Conversion rate

30% increase Leads

Magnoliamc.com Vancouver, BC - 05/2019 to 05/2020

Digital Marketing Tasks:

Project Management SEO Email Marketing Social Media Marketing PPC Develop Brand Strategy

Post Planning Blog Management Content Management Audience Engagement Competitor Analysis

Reporting Manage the Social Media Accounts Facebook Ad Campaign Link Building

Certifications

Google Analytics for Beginners Certificate of Completion

Advanced Google Analytics

Introduction to Data Studio

Google Tag manager Fundamentals

SEMRUSH : SEO fundamental Exam

SEMRUSH : Link Building Test