Kirtiraj Ghuge

Nashik, Maharashtra ● 9824535737 ● kirtirajmail@gmail.com ● linkedin.com/in/kag ● www.kirtiraj.in

SEO Specialist (Digital Marketing)

I am Dedicated and results-driven SEO Executive with 4 years of experience in optimizing digital marketing strategies to enhance online visibility, drive organic traffic, and boost conversion rates.

WORK EXPERIENCE

IBrandTech Solution Pvt. Ltd. ● Pune ● Full-time ● 10/2021 – 01/2023

SEO Executive

Conducting Link Building. Off-page SEO submission on daily basis. Develop and implement off-page SEO strategies to improve the website's search engine ranking and drive traffic to the website. Build backlinks from high DA website. Develop and implement off-page SEO strategies using all off page techniques for increase website organic traffic.

SK SoftCorp ● Nashik ● Full-time ● 05/2018 – 10/2021

SEO Executive

Conducting On-site and Off-site analysis of web SEO competition. Using google analytics to conduct performance reports regularly. Leading keyword research and optimization of content. Keeping up-to-date with developments in SEM. Maintaining the website on a regular basis. Developing and implementing link building strategies. Proposing changes in the website content. Analyzing the website using the analytical tool.

IL&FS Education (Schoolnet India Ltd) ● Nashik – Silvassa ● Full-time ● 02/2014 – 04/2018

Computer Instructor

Computer Instructor to support and train the school Teacher in ICT skill. Take Computer classes as per the Syllabus and assisting students with computer projects. Responsible for installing and configuring OS and software hardware and accessories at School. Responsible for upgrading / patches OS and software. Ensure 100% uptime of all Hardware and Software. Setting up accounts for new users. Monitoring and maintaining computer systems and networks. Developed and implemented successful training program for School employees, increasing computer proficiency by 50% in 3 months.

Akshara Media Corp ● Nashik ● Full-time ● 07/2012 – 12/2013

IT Support Engineer

Installing and configuring computer hardware, software, systems, networks, printers, and scanners. Diagnosing and solving hardware/software Faults. Setting up accounts for new users. Possibly training junior staff. Providing technical support across the company. Monitoring and maintaining computer systems and networks. Logging employee queries. Analyzing call logs to spot trends and Underlying issues.

EDUCATION

PG Diploma in Digital Marketing
MIT • Pune • GPA: 80 % • 06/2022 – 09/2023

PG Diploma in IT Infra. System and Security
CDAC • Pune • GPA: 69 % • 06/2021 – 09/2021

Diploma in Mass Communication and Journalism in Marathi
Yashvantrao Chavan Open University • Nashik • GPA: 65 % • 06/2018 – 06/2019

BE in IT
Hi tech Institute of Technology • Ch. Sambhaji Nagar • GPA: 57.40 % • 08/2007 – 08/2011

Diploma in IT
K. K. Wagh Polytechnic • Nashik • GPA: 60.33% • 06/2004 – 07/2007

CERTINCATIONS

Google Analytics Certification: Become Certified & Earn More
Udemy

The Complete Digital Marketing Course - 12 Courses In 1
Udemy

Ultimate Google Ads Training 2020: Profit with Pay per Click
Udemy

Google Analytics Individual Qualification
Udemy

Digital Marketing-SEO
Brandz on web

Web Design and Development
Technokraft Institute

SKILLS

Facebook Ads, Google AdSense, Google AdWords, Google Analytics, Google Search Console, HTML, Keyword Research, MS Excel, MS PowerPoint, MS Word, Off-Page Optimization, On-Page Optimization, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Optimization (SMO), WordPress

INTERESTS

Journalism, Story Writing in Marathi, Writing some stories on pratilipi online platform.