

TUSHAR GANESH DIDULE

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Objective:

Results-driven Digital Marketing enthusiast with a specialization in SEO and off-page optimization techniques, seeking a challenging position to leverage expertise in improving website positioning in search rankings and analyzing website data for driving organic traffic

Education:

Bachelor of Management Studies (Marketing)

23/2/2023

N.G Acharya & D.K Marathe College

CGPI: - 8.28

Experience:

- **Pinacle Web India**

Digital Marketing Intern

21th April 2023 – 31th July 2023

- Collaborated with the digital marketing team to develop and implement off-page optimization strategies to increase the website's organic search visibility and drive targeted traffic for clients.
- Analyzed keyword rankings and SERP (Search Engine Results Page) data to track keyword performance and make data-driven decisions for SEO improvement.
- Implemented targeted keywords in website content, resulting in increased organic traffic and an enhanced online presence.
- Conducted daily URL inspections in Google Search Console, meticulously monitoring and optimizing website indexing and appearance in search results.
- Submitted and skilfully managed the robots.txt file in Google Search Console, effectively controlling search engine crawlers' access to website content for enhanced SEO performance.
- Successfully identified and removed toxic backlinks through meticulous analysis using Google Analytics, resulting in improved website health and higher search engine rankings.
- Monitored and analyzed website data using Google Analytics to identify traffic trends, user behaviour, and opportunities for website improvement.
- Implemented tracking to measure key performance indicators (KPIs), including clicks, CTA clicks, bounce rates, and session duration, leading to enhanced user engagement.

- Created engaging infographic images using Canva for infographic submission, resulting in increased backlinks and brand exposure.
- Assisted in crafting compelling descriptions and headlines for Facebook ad campaigns, resulting in improved click-through rates and higher user engagement.

Skills:

- Search Engine Optimization (SEO): - Proficient in implementing off-page SEO techniques to improve website ranking and visibility.
- Data Analysis: - Experienced in using Google Analytics and other data analysis tools to extract actionable insights from website data.
- Keyword Research: - Skilled in conducting keyword research to identify relevant and high-traffic keywords for content optimization.
- Canva: - Proficient in creating visually appealing graphics and infographics using Canva to support marketing campaigns and increase brand visibility.
- Google Search Console: - Skillful in conducting URL inspections, managing robots.txt files, and using Google Search Console to monitor and optimize website indexing and appearance in search results.
- Communication: - Excellent verbal and written communication skills

Certifications:

- **Diploma in Digital Marketing**

TATA INSTITUTE OF SOCIAL SCIENCES

NATIONAL UNIVERSITY STUDENTS' SKILL DEVELOPMENT PROGRAMME

This certificate is awarded for the successful completion of Diploma in Digital Marketing Academic Year 2021-22

- **THE FUNDAMENTALS OF DIGITAL MARKETING**

Google Digital Garage Awarded This Certificate of Achievement for the Successful Completion of The Fundamentals of Digital Marketing Exam on 25/11/2022