

# SHRITEJ S. MALI

## SEO ASSOCIATE - DIGITAL GROWTH

Mobile: 95455-90390

Social: [https://linktr.ee/Shritej\\_Mali](https://linktr.ee/Shritej_Mali)

Mail ID: malishritej@gmail.com

Address: C/6 Sahyadri Bldg, Pandurang Wadi  
Rd.No. 1, Goregaon (E)

## SUMMARY

Proven SEO Professional with 1.6 years of hands-on experience in the dynamic world of search engine optimization. During my career, I've had the privilege of working with diverse brands, honing my skills in both SEO and local listings, including Google My Business (GMB). Additionally, I possess valuable knowledge and expertise in sales and business development, enabling me to contribute effectively to enhancing online visibility and driving organic traffic for businesses.

## TOOLS

- WordPress
- Ghost CMS
- DBeaver Database Manager
- ORA & POE AI
- ChatGPT+
- Google Search Console
- Google Analytics
- Adobe Analytics
- Keyword Planner
- Screaming Frog
- Ahrefs
- Semrush
- Semscoop
- Keywordtool.io
- Flikover
- Adobe Photoshop Express

## SKILLS

I possess a wide range of skills and expertise in the field of SEO and digital marketing, including **Prompt Engineering, AI Innovations, Custom Bot Creation, AI Content Optimization, AI Powered SEO, SEO Strategy Development, Contextual Footer Creation (CFL), Deck Creation, Keyword Research, On-Page & Off-Page Optimization, Technical SEO, Analytics & Reporting, Content Strategy, Algorithm Updates, Competitor Analysis, Backlink Analysis, Drop Analysis, Pitch Deck Creation, Team Leadership, Client Communication, Data Analysis, Problem-Solving, Ethical SEO Practices, Weekly and Monthly Reports and Clickshare Reports & Analysis**. This diverse skill set allows me to excel in the dynamic and competitive landscape of digital marketing and SEO.

## EDUCATION HIGHLIGHTS

### Patkar-Varde College, Goregaon - 2022

BMS-Marketing - 89%

- Worked in College fest as Public Relations Volunteer.
- Worked on Research Papers at college level.
- Was part of intercollegiate Startup competition by Govt. of India (Avishkar)
- PR specialist and Senior Video Editor of यशोगाथा YouTube channel of Patkar College.

### KES Highschool, Alibag - February 2019

11th and 12th Grade. 71%

- Represented college at District level kho-kho competition.
- Won Gold Medal in District Karate Competition.

### RCF School Kurul, Alibag

- March 2017 - 74%
- District Karate Gold Medalist

# WORK EXPERIENCE

## Infidigit SEO Consultancy - 23 May 2022

- Associate at Infidigit Consultancy
- Projects worked on:
  1. cult.fit (health & fitness)
  2. Proalley (VFX courses)
  3. Orange Health (Health & lab tests)
  4. Alamode (E-commerce)
  5. Tata Capital (BFSI) - current project
  6. InfiSports - AI Based Project
- Skills in SEO - Technical, On-page, Off-page, Keyword research and Ranking analysis.

## AWARDS

- Proalley - won external award for growth (with team of 2 people)
- Orange Health won internal award of 'Team Supersonic' for achieving Q2 targets in Q1 (with team of 3)
- TATA Captial - Achieved SERP target brining Business Loan from 5th to 2nd page, Created TATA Captial's AI content writer Bot
- Working on Infidigit's SportsInfi website for AI implementations.

## Telesales

- L&D Edutech | March 2020
- Worked with L&D Edutech as telesales person.
- Acheived sales target.

## Accommodation and Sales

- Alibag Paryatan Union, Samartha Cottage and Malran Camping.
- Accommodation and sales at Samartha Cottage.
- Samartha Cottage got Award from Indian Chamber of Commerce for "Top 100 Hospitality Businesses in India" in 2018 after Local Listing SEO
- Helped the local hotel union in online listings.
- Helping resorts and cottages struggling for bookings.
- Designed a basic free website containing all resorts data for resorts to share with customers when their bookings are full.

## Non-governmental organisations.

- Manthan Yuva Pratishan and Khushiyaan
- Worked with Khushiyaan NGO 2019
- Working with MYP, Thane since 2015, Core member of MYP PR team since 2019.

## Property Cloud

- Worked as an intern with Property Cloud for 2 months.
- Worked in tele-calling for a month.
- Was selected for sales from 25 interns.
- Worked with sales team for one month.

---

## LANGUAGES SPOKEN

English, Marathi and Hindi.