

RAKESH MARDHEKAR

Email: mardhekar.rakesh28@gmail.com

Contact: +91-9867928951

Current Address: Navghar Gaon, Bhayandar East, Thane – 401105

PROFESSIONAL SUMMARY

Digital Marketing Executive with 1+ years of experience in SEO, SMM and SEM.

With Good Communication Skill and Strong Attention To Detail, I Am Able To Effectively Collaborate With Cross-Function Teams To Drive Results. I am Constantly Staying Up-To-Date With The Latest Digital Marketing Trends And Tools, And am Always Looking For New And Improve Upon existing Strategies.

PROFESSIONAL EXPERIENCE

Company: Shree AGT Multimedia

Role: Digital Marketing Executive

Duration: February 2023 - Present

Project / Client: www.webeasty.com

www.chemicalvidya.com

Responsibilities:

- Identifying and researching relevant and effective keywords for website optimization..
- Optimizing website content, including page titles, meta descriptions, header tags, and internal linking structure.
- Building high-quality backlinks to your website through guest blogging, outreach, and other link building strategies..
- Ensuring that the website is technically optimized for search engine crawling and indexing, including improving site speed, fixing broken links, and optimizing images..
- Tracking website traffic, user behavior, and other metrics to assess the effectiveness of your SEO strategy and making adjustments as needed.
- Keeping an eye on what your competitors are doing in terms of SEO and adjusting your strategy accordingly.
- Staying on top of the latest trends and best practices in SEO to ensure that your website remains competitive in search engine rankings.
- Working closely with other departments, such as content marketing and web development, to ensure that your SEO strategy aligns with the overall company strategy.
- Identifying and fixing any website usability issues that could negatively impact your search engine rankings, such as slow loading times or broken links.
- Creating and curating content for social media channels, including graphics, images, videos, and written content

Company: JD Enterprises, Malad (East)

Role: Digital Marketing Executive

Duration: March 2022 – January 2023 (1 Years)

Project: www.joyousdeals.com

Responsibilities:

- Conducting research on the target audience, industry trends, and competitors to create an effective digital marketing strategy.

- Managing and creating content for the company's website and social media.
- Conducting keyword research, analyzing search terms, and using data to optimize SEM campaigns
- Managing and optimizing social media campaigns on platforms like Facebook, Twitter, Instagram, and LinkedIn
- Developing and implementing social media strategies to increase brand awareness, engagement, and drive traffic to the website.
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- Creating and curating content for social media channels, including graphics, images, videos, and written content
- Monitoring and responding to social media conversations, comments, and direct messages
- Analyzing and reporting on SEM and SMM campaign performance using tools like Google Analytics and Facebook Insights.

Company: General Auto Electric Corporation - Vasai

Designation : Supervisor Job

Profile : PCB Assembly Incharge - GAEC,

Duration: October 2014 – December 2021 (6 Years+)

Responsibilities:

- Monitoring PCB assembly line according to the product design by the company (supervisor)
- Giving daily Work Reporting To Manager

TECHNICAL SKILL

- **Search engine optimization (SEO):** Understanding how to optimize website content and structure to rank higher in search engine results pages.
- **Pay-per-click (PPC) advertising:** Knowing how to create and manage effective PPC campaigns on platforms like Google Ads or Facebook Ads.
- **Social media marketing:** Having a understanding of various social media platforms, t and how to use them for marketing purposes
- **Data analytics:** Knowing how to track and analyze website traffic, user behavior, and other metrics using tools like Google Analytics.
- **Content marketing:** Being able to create engaging and high-quality content, including blog posts, videos, infographics, and social media posts
- **Web design and development:** Having a basic understanding of HTML, CSS, and JavaScript to create and modify landing pages and other web assets.

EDUCATIONAL QUALIFICATION

- **NCVT (ELECTRONICS) -** ITI COLLEGE MUMBAI-11, 2015 with 364/520
- **COMMUNICATION SKILLS(ELECTRONICS) -** ITI COLLEGE MUMBAI-11, 2013 with 421/520
- **DIPLOMA ELECTRICAL ENGINEERING SERVICE -** INDIAN TECHNICAL EDUCATION SOCIETY, 2010 with 41.60%
- **S.S.C -** Maharashtra Board, 2007 with 62.30%.
- **Advanced Digital Marketing Course By Insta Digital Marketing (Student No IDKMD1706)**
- 22nd December 2020

PERSONAL DETAILS

- **Date of Birth:** 28th March 1991
- **Languages Known:** English, Marathi, Hindi