

# Resume

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**Tusharkumar P Soni**

**Digital  
Marketing  
Experts**

I wish to be recognized as an efficient and persistent worker, motivator and positive thinker and at the forefronts of breaking trends and new technologies thus contributing towards the success and growth of the organization, in turn towards nation's progress.

## Contact

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### Address

B-102, NRI Tower,  
Judges Bungalow Road,  
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Ahmedabad-380054

### Phone

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### E-mail

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### Audit Tool:

- SEMrush
- Ahref
- Woorank

### Link Building:

- Guest Post
- Haro Link building Techniques

### Paid Marketing Tool

- Google Ads
- Facebook

### Other Tools

- Google Analytics
- Google Data Studio
- Google Search Console
- Pardot Automation Tool

## Project Task Management

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JIRA

## Language

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Gujarati  
English  
Hindi

## WORK HISTORY:

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I have been working as Digital Marketing Expert in [Openxcell Technolabs](#) Since Sept 2022 to March 2023.

## WORK & RESPONSIBILITIES

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- Creating and Implementing On-Page & Off-Page Strategy
- Creating comprehensive audit report
- Creating Monthly Google Analytic Report & Google Ads Report
- Monitoring Google Analytics & Google Search Console Tool
- Event & Webinar Promotion through Events Sites, LinkedIn, Eventbrite and Meetup.com
- Participating in Question Answer sites – Quora
- Analyzing & Researching Keywords related to client's website through keyword research tool
- Conducting competitor analysis to identify improvement as well as increase visibility and ranking
- Fix the areas of improvement and work with internal teams
- Video Marketing
- Blog outreach

## Website Analytics and Maintenance

- Measuring the digital campaigns by leveraging A/B and/or multivariate testing to refine performance over time
- Performing search engine optimization (SEO) tasks
- Optimizing internal site search through use of correct metadata
- Creating effective and robust dashboards for senior leadership on digital marketing effectiveness
- Setting up and optimizing Google Analytics properties and views
- Produce daily, weekly, monthly, and quarterly reports relating to outcomes based on the data analysis for various audiences
- Google Search Console Tool - investigating data to determine if there are any issues, work with IT and Development teams to address issues
- Work with developers and publish a blog in staging and live website

## PPC

- Campaign creation for Lead generation
- Optimizing campaign
- Ad copy creation, Keyword Target
- Improve Quality Score & generate lead
- LinkedIn Ads Run

**I have been working as Sr. SEO Experts in [Softweb Solutions Inc. \(An Avnet Company\)](#) Since Sept 2017 to Sept 2022.**

## **WORK & RESPONSIBILITIES**

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- Traffic analysis as per Region, Channel & Medium
- Lead generation
- CRO optimization
- Link building
- Content Syndication in Industry
- Pardot Marketing Automation (Engagement Studio, webinar, event)
- Webinar Promotion
- Event Promotion
- Podcast Promotion

## **Content Marketing**

- Work with marketing team and content to develop, edit, and distribute content in different marketing channels
- Optimizing content for search engines and lead generation
- Using analytics to improve content strategies
- Providing recommendation to content team for better optimization
- Provide monthly analytics reports on blog performance
- Content topic brainstorming, editing and researching and send it to content and BD team.

**I was working as SEO Executive in [Evince Development Pvt Ltd](#) Since 7th Sept. 2016 to Sept – 2017.**

## **WORK & RESPONSIBILITIES**

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- Website traffic analysis as per Region, Channel & Medium
- Website content optimization with CRO implementation
- Link building activities to generate quality Back links (SEO)
- Increase brand awareness through Social Media Marketing (SMM)
- Guest Post outreach Activity

I was working as Jr. SEO Executive in [Aurosoft solutions](#) Since Jan 2014 - Jun. 2016.

## **WORK & RESPONSIBILITIES**

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- On Page activity
- Off page activity
- Classified submission
- Directory submission
- Profile creation

### **Our Clients**

<https://choicecycle.com.sg>(Electronic)

#### **Responsibilities:**

- Plan & Manage overall marketing activities
  - Creating Audit Report
  - Responsible for All On-page
  - Implementing Off-page Strategy
  - Creating & Monitoring Google Search Console
  - **Improved organic search rankings in 1<sup>st</sup> Page keywords & sell multiple Product using classified activity. Increase Traffic 30% using Link building activity.**
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## **Pinkpassenger.co.uk (Travel)**

### **Responsibilities:**

- Plan & Manage overall marketing activities
- Creating Audit Report
- Responsible for All On-page
- Implementing Off-page Strategy
- Monthly Report (Google Analytic, Google Data Studio)
- Creating & Monitoring Google Search Console

### **Other SEO Projects**

- Pinkpassengerco.uk
- <https://choicecycle.com.sg>
- <https://www.sellyourkchouse.com>
- More....

## **EDUCATION QUALIFICATION**

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**MSCIT.** KSV University, Gandhinagar, In 2013.

**B.C.A** HNGU University Patan (Patan University)

In 2011

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