

Mrs Nazneen Shaikh Inamdar
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Profile Summary

Digital Marketing, Strategic management & Growth analysis.

Personal Details :

Gender: Female

Marital Status:Married

Date of Birth: 19/05/1991

Language Proficiency: English, Hindi, Marathi.

Graduation: - BCA

Post-Graduation: - MCA (Engineering)

Course:- Digital Marketing

1) JS Market Reports

Duration :Since Dec-2021 to Present

Search Engine Optimization Executive

SEO :

1) On Page Optimization :

-Optimization on Wordpress websites. Head Tag, Meta Tag, Description tag optimization.

Plugin installation & web page formation

-Keyword Research & report generation, utilizing top SEO tools such as SEO quake, Keywords Everywhere, Google Adwords.

-Competition Analysis through Page source code, Woorank, SimilarWeb & related tools. -Favicon Setup

-Canonicalization Installation

-Sitemap XML submission through Google Search Console.

- -Robots.txt file

-W3 School Validation.

2) Off Page Optimization :

-Directory Submission, Blog Commenting, Question Answer contribution, Free Classified Submission, Social book-marking for Organic ranking of websites.

-Quality Content creation & update the same on timely basis.

-Creation of Do-follow & No-follow backlink.

-Relevant backlinking for targeted keywords from websites which have high page rank.

Social Media Marketing & Social Media Optimization:

-Lead generation on official account of Facebook through paid campaigns.

-Utilizing sources of social media platforms such as Facebook, Instagram, LinkedIn, Twitter for SMO posting. Poll creation, Event postings.

2) Techflux Solutions

November 2020 to October 2021
Search Engine Optimization Analyst

Digital Marketing Strategy

- ✓ Created and optimized content for the website and social networking accounts such as acebook.
- ✓ Analyzed website traffic flow and provide regular internal reports.
- ✓ Continually worked on the Search Engine Optimization of the website(s).
- ✓ Developed and managed digital marketing campaigns and social media strategy.
- ✓ Identified new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particular developments in mobile marketing.

3) Vision Infotech

September 2016 to September 2018

Process Associate

In general, helping business for decision making in term of product, sales, marketing and operations for any particular zone

4) HDFC Bank

Customer Care Associate

December 2015 to August 2016

Provide services by phone, but some also interact with customers face to face, by email or text, via live chat, and through social media

Skills

Prioritizing, time management and organizational skills

Ability to create and deliver presentations tailored to the audience needs

Relationship management skills and openness to feedback

Effective project management skills.

Excellent knowledge of MS Office Suite, Digital Marketing sources & tools, Wordpress
Website design.

Date: / /2022

Place: Nashik

Signature.