

Bhagyashri Kadam
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Career Objective:

I have 4+ Years Of Experience In the Digital Marketing, I'm quite good in the **SEO, Social Media Marketing, Google May Business** and other digital marketing activities. I have working experience in the field of Digital Marketing, SEO (On-page, Off-page Optimization and link building), Email - Marketing. Currently working with **BIRTHDAY a creative space by KINETIC**

Good exposure on Bug Life Cycle, SDLC & STLC process. Having knowledge in Database testing and having fair knowledge of API testing, SQL, JIRA, HTML, and Agile Methodology, Completed Certification course in **Software Testing** in 2023.

Professional Summary:

- ❖ **SEO Tools:** Ahrefs, Moz, Google Search Console, Yoast SEO, Ubersuggest, SEMrush
- Site Analysis:** Complete technical report of the website. The report includes On-page and Off-page factors of the website
- ❖ **On-page Knowledge:** Knowledge of Alt tags, Title tag, Anchor text, Meta description, Meta keywords, Keyword research, Image optimization, Content Optimization, Sitemap(HTML & XML)
- ❖ **Content Analysis:** Reviewing the content, Special focus on checking for keyword density, keyword prominence and proximity.
- ❖ **Off-page Knowledge:** Social Bookmarking Submission, Directory Submission, Blog Submission, Blog posting, Business Listing, Profile link, Article Submission, Comment Posting, Forum Posting, 2-way link exchange, 3-way link exchange, Video Submission, etc.
- ❖ **Social Networking:** Facebook, Facebook ads campaign, Instagram , LinkedIn etc.
- ❖ **Certification :** Completing “**Online Digital Marketing Course**” conducted by Digital Deepak
- Attending “**Masters In Digital Marketing**” Course conducted by Santej Kallada by Kallada Academy.
- ❖ Attending online workshop regarding Social Media, GMB or Meta Ads.

Employment history:

BIRTHDAY a creative space by KINETIC
Sr. Associates In Social Media Department

June 2024 – Present

- ❖ Lead and mentor digital marketing team to maximize performance and achieve goals.
- ❖ Develop and execute strategies aligned with business objectives and KPIs.
- ❖ Coordinate tasks, oversee day-to-day operations, and optimize campaigns.
- ❖ Conduct performance evaluations and provide feedback for team growth.
- ❖ Collaborate with cross-functional teams to deliver integrated solutions.

- ❖ Stay updated on industry trends and share knowledge with team and clients.

Concat Business Consulting Pvt. Ltd.

Sr. Consultant – Digital Marketing

December 2023 – June 2024

- ❖ Lead and mentor digital marketing team to maximize performance and achieve goals.
- ❖ Develop and execute strategies aligned with business objectives and KPIs.
- ❖ Coordinate tasks, oversee day-to-day operations, and optimize campaigns.
- ❖ Conduct performance evaluations and provide feedback for team growth.
- ❖ Collaborate with cross-functional teams to deliver integrated solutions.
- ❖ Work on Email Marketing Campaign.
- ❖ Work on LinkedIn with Sales Navigator for getting Leads.
- ❖ Stay updated on industry trends and share knowledge with team and clients

Sevenmentor Pvt. Ltd

SEO Executive

Jan 2021 – December 2023

- ❖ Lead team of 6 as Cluster Head, managing ON-page and OFF-page activities.
- ❖ Provide meta and content suggestions for improved search visibility.
- ❖ Build high-quality backlinks to increase organic traffic and Maintain daily ranking sheet
- ❖ Enhance social media presence and develop engagement strategy.
- ❖ Implement Meta Ads for visibility.

Gatitaa

SEO Analyst

2016-2017

- ❖ Shree Ayurved And Panchakarma Hospital (www.shreeayurvedclinic.com)
- ❖ Shree Ayurved And Panchakarma Hospital(www.ayurvedandpanchakarma.com)
- ❖ AMP Tech(www.amptech.co.in)
- ❖ Gatitaa (www.gatitaa.com)
- ❖ ISO Certification (www.isocertificateconsultant.com)
- ❖ Garbha Sanskar (www.garbhasanskarpune.com)

Academic profile:

- ❖ Diploma In Computer Science, Kolhapur.
- ❖ Qualified Diploma in Computer engineering with ‘A’ grade.
- ❖ B.E Computer Science Engineering,
- ❖ Qualified **B.E Computer Science First Class with Distinction** from Shivaji University.

Personal Details:

Name : Bhagyashri S. Kadam
D.O.B. : 18 Jan1992
Gender : Female
Marital Status : Married
Nationality : Indian
Address : Plot No 13B,Krushnai Housing Society, Sane chowk, Pune
Proficiency : English, Hindi and Marathi

Declaration:

❖ I declare that all the above furnished details are true to the best of my knowledge. I Assure that I will be successful professional in your concern, by fulfilling my responsibilities.

DATE:

PLACE:

(BHAGYASHRI KADAM)

