

CHANDAN KUMAR GHADAI

Digital Marketing and SEO Specialist



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SUMMARY

I have 7 years of experience in digital marketing, as well as strong leadership skills and a track record of success. I'm currently looking for a position that will allow me to use my extensive skills and experience to find new clients and develop online strategies that will help businesses grow.

EXPERIENCE

SEO Specialist

CNSWEBSOLUTION

📅 09/2023 - Present 📍 BBSR, Odisha, IN

- Conduct competitor analysis and monitor competitors' SEO strategies to identify ways to improve your clients' position in the marketplace.
- Carry out a range of SEO activities to improve a website's performance, in accordance with the content strategy - using tools and optimization methods, such as Google Analytics, web analytics, strategic marketing, and search engine marketing (SEM), to improve organic search traffic and through paid advertising and utilizing both organic and paid marketing methods.
- When conducting paid search campaigns, the SEO Specialist will execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI.

SEO Executive

Creative SEOS

📅 07/2019 - 08/2023 📍 BBSR, Odisha, IN

- Conduct keyword research to identify valuable search terms and opportunities.
- Monitor search engine algorithms to keep up to date with changes.
- Implement on-page SEO strategies, including optimizing content, meta tags, and headings.
- Perform technical SEO audits to identify and resolve website issues affecting search engine rankings.
- Monitor and improve website performance, including site speed and mobile optimization.

Marketing Specialist

Sahoo Web Solutions

📅 03/2017 - 06/2019 📍 BBSR, Odisha, IN

- Conduct market research to find answers about consumer requirements, habits and trends.
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies.
- Develop and communicate marketing plans, campaign results and project recommendations to senior management team.

EDUCATION

Bachelor of Commerce (B. Com)

S.G College (Utkal University)

📅 03/2014 - 04/2017

Advanced Digital Marketing Training Program

Delhi Institute of Digital Marketing (DIDM)

📅 2021 - 2022

ACCOMPLISHMENTS

Partnerships

Boosted 80% advertisement revenue in a year

Team Management

Reduced turnover by 40% while improving employee efficiency by 85%

STRENGTHS

Active Learning

I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.

Decision-Making and Time Management

I like to analyze data, find a simple direction and goal, make a plan of actions in order to fit in a deadline, and execute it.

LANGUAGES

Odia
Native



Hindi
Intermediate



English
Advanced



SKILLS

Social Media Marketing

Search Engine Optimization

Google AdWords

Google Tag Manger

Content Marketing

Brand Awareness

SEO

PPC

SMO

SEM

MOZ

AHREFS

MANAGEMENT

Creativity, Planning,
Communication Vision,
Delegation

