

DHEERAJ DANI

Digital Marketer - SEO | SMO | Email | Inbound Marketer

@ dheerajdani@live.com

+91- 9462659169

Jaipur, India

in <https://www.linkedin.com/in/dheerajdani/>



EXPERIENCE - 7.5 YEARS

Assi. Marketing Manager

Aegon Life

April 2021 – Present

Jaipur-WFA

- Branded and Business Keywords Monitoring
- Tech recommendations and present to stakeholders
- Manage SEO completely
- Monitor SMO and SEM Agencies work
- Product based suggestions
- Preparing Detailed Monthly Reports

SEO Manager

AdGlobal360

Oct 2019 – April 2021

Jaipur

- Daily Manage and Route work to Team of 12 Seo's
- Daily Communicate with Managers & Heads for work updates
- Core Member of L&D Team
- Extensively involved in SEO auditing & Pitching
- Complete On-Page & Off-Page SEO strategy development
- Technical SEO of website
- Team training, tools management & their usage

SEO Manager

TransFunnel

Sep 2018 – Sep 2019

Jaipur & Bangalore

SEO Manager

MRM//McCann

Sep 2017 – August 2018

New Delhi, India

Senior SEO Specialist

Times Internet

Apr 2017 – Sep 2017

Noida

SEO Executive

Let Us Code

Feb 2016 – Apr 2017

Jaipur

SEO Associate

FlowernFerns

June 2014 – Jan 2016

Jaipur

TECHNICAL SKILLS

- **Google SEO Tools** : Page Speed Test, Structure Data Test, Mobile Friendly Test, Amp Test, Mobile Website Speed Test, Google Keyword Planner, Google Analytics, Google Search Console
- **Paid SEO Tools**: Ahref, SEMRUSH, Screaming Frog, Rankwatch
- **Free Seo Tools**: Moz, SEO Quack Alexa, Raven, Rank tracker, HubSpot, Majestic, Webpagetest.org
- **On-page Optimization**: Favicon, URL Structure, Site Navigation, All Meta Tags, Content, Interlinking, Broken Links, Sitemap, Robots, Keyword Density
- **Off-Page Optimization**: Indirect site content syndication, Competitor Links Analysis, Influencer Marketing
- Social Media Backlinking

STRENGTHS

Hard-working

Persuasive

Motivator & Leader

Decision making

Strategic thinking

Inquisitive Learner

EDUCATION

M.B.A. in Financial Management

NMIMS, Mumbai

Sep 2018 – Ongoing

B.Tech in Computer Science Engineering

R.T.U., VIT Jaipur

Jul 2010 – June 2014

CERTIFICATIONS

- Blue Array SEO Manager Certified
- Google Digital Unlocked
- Google Ads Certified
- Hubspot Social Media Certified
- Hubspot Sales Software Certified
- Semrush Backlink Management
- Digital Marketing Certification Program, UpGrad
- Digital Marketing Certified from SoMe Academy