



HETUN JOSHI

Digital Marketing Expert

About Me

I want a highly rewarding career, where I can use my skills and knowledge to help the company and my co-workers be successful.



+91 95748 32855



hetunjoshi@gmail.com



Shastinagar, Nana Mava
Main Road, Rajkot - 360005

Language

- English (Professional)
- Hindi (Fluent)
- Gujarati (Native)

Expertise

- Management skills
- Leadership skills
- Communication
- Negotiation
- Critical Thinking
- Ready to learn anything
- Able to work in dynamic work environment

Experience

Repute Infosystems

Rajkot, Gujarat

Sr. Digital Marketer

Oct 2024 - Ongoing

- SEO activities - BookingPress product
- Content Management
- AI Overview Research (GEO)
- WordCamp Preparations (All Activities)
- Email Campaigns + Seasonal Campaigns
- Handle Sales Chat (Live)
- Achievement: In 6 months, Organic Impressions increased by 100%

White Label Fox

Rajkot, Gujarat

Sr. SEO Manager

Apr 2024 - Sep 2024

6 Months

- Team Management (SEO Optimization)
- Added New Products (Clone Scripts)
- On-Page + Off-Page SEO Activities
- Technical SEO (Lead the whole migration from WordPress to PHP + HTML)
- Web + UI Designer's tasks handling
- Enterprise Content Management
- Competitor Analysis (Keyword Gap)
- Achievement: In 3 months, Organic clicks increased by 80% and Organic Impressions increased by 100%

Kemu Infotech Pvt. Ltd.

Rajkot, Gujarat

Digital Marketing Head

Mar 2023 - Mar 2024

1 Year

- Brand Creation (KemuHost)
- Added New Services and Products
- On-Page + Off-Page SEO Activities
- Technical SEO
- Social Media Handling (Organic Posts)
- Created a whole new project single-handed (serversupportexperts.com)
- Task management of web designers
- Competitor Analysis

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STP Web Hosting

Rajkot, Gujarat

SEO Team Leader

Jul 2021 - Jun 2023

2 Years

- Team Management (SEO Optimization)
- Worked on the projects like Accuwebhosting.com and Listcleaningadvice.com
- Google Analytics + Google Search Console
- Blogs optimization (Keywords + Images)
- Solve page indexing and ranking issues
- Content creator for social media posts
- Google Ads (PPC) + Email Marketing
- Influencer Outreach
- Online Bidding (Every Month)
- Email Verification Provider Audits (Every 3 Months)
- Competitor Analysis
- Keywords + Backlink Gap Analysis
- Train new SEO employees (Trained 6+ members)

Asian Paints

Rajkot, Gujarat

Colour Consultant

Dec 2019 - Dec 2020

1 Year

- Provide proper colour combinations to the properties
- Pitch and sell designer wallpapers (Sabyasachi)
- Provide the best solutions to customers' home

Internships

Matangi Real Estate

Rajkot, Gujarat

Site Manager (Shanti Arcade, City 7)

Dec 2018 - May 2019

6 Months

- To convince and sell commercial offices and residential properties
- To make customer relation

Right Solutions

Rajkot, Gujarat

Office Coordinator (Lotus Avenue)

Oct 2017 - Mar 2018

6 Months

- To convince and sell residential properties
- To make customer relation

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Education

Digital King Hub

Digital Marketing with SEO (Course)
2021

Tata Institute of Social Science - Mumbai

B.Voc (Sales & Marketing)
2019

Tata Institute of Social Science - Mumbai

Advance Diploma in Sales and Marketing
2018

Tata Institute of Social Science - Mumbai

Diploma in Sales and Marketing
2017

GSHSEB - Gandhinagar

H.S.C
2016

Skills Summary

Project Management



Content Marketing



Leadership Skills



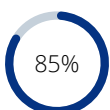
Basic Design Skills



UX/UI



Creative Ability



—◆ *Gracias!* ◆—