

Jai Chauhan

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PROFESSIONAL EXPERIENCE

Analyst (Direct Display), Dentsu Global Services, Remote **Aug 2023 - Feb 2024**

- Increased client revenue by 17% by helping them make informed decisions with data analysis and reporting.
- Worked with one of the company's biggest accounts and helped them grow their revenue by targeting ads to an accurate audience.
- Learned to work on various DSPs to make sure the ad campaigns are delivering effectively & efficiently.
- Constantly adapted to the new changes in various SOPs & tools by regularly following up with the client and letting the whole team know about it.

SEO Intern, Physics Wallah, Noida **Jan 2023 - Mar 2023**

- Implemented best Off-Page SEO techniques, started with an average of 30 backlinks & increased it to 80
- Identified 40+ highly relevant, high DA sites & negotiated with them for link insertion & guest posting opportunities
- Researched & created 200+ blog topic ideas, 75% of which went live on the site itself (On-Page), especially in the UPSC category
- Created On-Page SEO checklist/template, and automation template both of which were implemented that resulted in smoother workflow
- Conducted an audit for various categories, and provided recommendations that resulted in an MoM growth of 23%
- Conducted competitor research and gave various Tech & On-Page recommendations to improve SERP rankings

Digital Marketing Trainee, Galbatross, Remote **Jul 2017 - Dec 2017**

- Brought 550+ do-follow links via guest posts that increased the authority of the website
- Generated 5200+ comment backlinks that led to an increase in traffic.
- Learnt to use tools like Ahref's & Canva to create engaging infographics for increased CTR

EDUCATION

Year	Degree	Institute	Percentage
2016 - 19	Bachelor of Business Administration	I.P University, Delhi	71.3%
2014 - 16	12th Grade CBSE	Adarsh Public School, New Delhi	80%
2013 - 14	10th Grade CBSE	Adarsh Public School, New Delhi	68%

CERTIFICATIONS AND ADDITIONAL EXPERIENCE

The Marketing Launchpad, Kraftshala, Online **Jun 2022 - Nov 2022**

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad
- Completed ~600 hours of training across 12 weeks (10 hours/day)
- Modules completed: Marketing Basics, Search engine optimization, Basic Facebook Ads, Google Analytics, ASO
- Collaborated with peers from different backgrounds for various projects, workshops & activities including human skills such as time management, listening, etc.

Website Development, Hustlekarindia.com, Remote **Dec 2022 - July 2023**

- Conducting On and Off-page SEO audits, finding areas of improvement
- Writing and optimizing articles (30) and ranking for low-competitive keywords
- Generating backlinks from other relevant websites to improve the domain authority

Aspirant, SSC-CGL Examination, Self-study, New Delhi **Jul 2019 - Jun 2022**

- Prepared for SSC-CGL and other various exams and cleared some of the stages
- Increased typing speed and improved rationale thinking aptitude

Digital Marketing Course, DSIM, New Delhi **Jan 2017 - Jun 2017**

- Completed 6 month's course in digital marketing through DSIM
- Learnt the basics of various tools like Google Analytics, AdSense, WordPress, Google Search Console, etc
- Created and successfully ranked a WordPress-based website for some low-medium competitive keywords, raised traffic to 4000 unique visitors & got AdSense approval as well.

PORTFOLIO SEO PROJECTS

Full SEO audit for "Souled Store" | Link - <https://bit.ly/3RNqiFC> **Nov 2022 - Nov 2022**

- Conducted a full SEO Audit including On-Page, Off-Page & Technical SEO.
- Found keyword gaps and more relevant keywords to increase CTR, thus revenue.
- Analyzed relevant/irrelevant links & found great linking opportunities to increase the overall website's authoritativeness.

- Identified content gaps, gave content ideas and potential growth chart
- Summarized overall strategy on how a particular product's organic reach & conversion can be grown.

Full SEO audit for "BimaSure" | Link - <https://bit.ly/48nIrRz>

Dec 2023 - Dec 2023

- Found various On & Off page SEO opportunities to make the webpage more relevant for the targeted audience.
- Defined actionable items segregated into high/medium priority
- Found worthy linking opportunities to increase the website's DA and relevance.

OTHER SKILLS & TOOLS

Skills

- On-page SEO, Off-Page SEO, Technical SEO, Keyword Research, Content Marketing, Social Media Marketing, YouTube optimization, App Store Optimization, Local & International SEO, and Setting Campaigns in various DSPs., Basic Video Editing.

Tools

- Google Search Console (GSC), Google Analytics (GA), Semrush, Ahrefs, Canva, Moz, Chat GPT, Screaming Frog, WordPress, Page Speed Insights, Mobile Friendliness Test, GT Metrix, Hootsuite, Inshot.