

Digital Marketing – Freelance and Agency
Lecturer – Auro University

SHYAMKUMAR VEGAD

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Skills

Shopify, Word Press, Website Development, SEO, PPC (Pay Per Click), SMM, SMO, Facebook Ads, Google Analytics, Google Ads, E-commerce Development, Email Marketing, Affiliate Marketing, Website Management, Blog Management, Web Hosting, SEO audits, and reports, Google Data Studio, Photoshop, Premier Pro, MS Office, Communication Skills, Leadership, Public Speaking, Lecturer

Faculty Lecturer – Digital Marketing

Auro University Surat - (February 2025 – Present)

- **Conducting lectures and workshops** on Google Ads, Facebook Ads, SEO, and Website Development for students and professionals.
- **Providing practical training** on running successful ad campaigns, optimizing website performance, and implementing effective SEO strategies.
- **Sharing industry insights** and real-world experiences to enhance learning outcomes.
- **Mentoring students** in executing live projects to apply their digital marketing skills effectively.

SVdigitech - Work Portfolio

Founded and managed a thriving **Digital Marketing Agency** www.svdigitech.com And Digital Marketing **Faculty Lecturer** in **Auro University** delivering comprehensive services to clients across diverse industries. Built a stellar reputation for exceeding expectations and achieving exceptional results in website development, Google Ads, Facebook Ads, SEO, and Social Media Marketing. Led teams to innovate strategic marketing plans, consistently surpassing objectives and KPIs, fostering trust and loyalty among clients such as [Excel Rubber Industries \(USA\)](#) | [United Truck Parts \(USA\)](#) | [Pallet Storage Solutions \(USA\)](#) | [Trexler Travel Plaza \(USA\)](#) | [N1 Racing Equipment](#) | [Niktrans](#) | [Deep Technologies](#) | [PBG Care \(UK\)](#) | [Maitra Fashion](#) | [Samstiti IT Solutions LLP](#) | [Navaashtrans](#) | [Now of India](#) | And Many More

Freelance Work Portfolio

Freelance Digital Marketing Specialist

Four Pillars Media Agency

- Under The Four Pillars Media Agency Successfully **managed a diverse portfolio of Many clients**, Some of Example Like,
 - 21by72
 - 24carats sweets
 - B Creamy by Bismillah
 - IVY Growth Associates Pvt Ltd
 - Navitas Solar
 - Cheahchyuanyong
 - Khaitan Jewels
- Provided comprehensive digital marketing solutions tailored to each client's unique needs, resulting in increased brand visibility, customer engagement, and revenue growth

Work Experience

Deputy Assistant Manager - Marketing

NJ Group – NJ India Invest Private Limited - (March 2023 – Oct 2023)

Financial Services | Information Technology | Education | Real Estate | Interior | Wellness | Charitable Trust

- Planning and execution of **on-page SEO** Keywords Research and Analysis, Page Optimization, Meta Tags, Yoast SEO, creating sitemaps, Keyword Density Analysis, Anchor Text, URL renaming/re-writing, Image tag optimization, Creating Robots.txt file, etc.
- Experience in **off-page SEO** tasks like Directories, DMOZ, Page Rank, RSS feeds, social bookmarking, Article Submission, Free Classifieds Forums, Press Releases, Video optimization, image optimization Link Building, Blog Comments, etc
- Implemented best practices in **Technical SEO** for improved crawl ability, utilized structured data markup for rich snippets, optimized site speed and mobile-friendliness, and proficiently utilized Google Search Console and Analytics to enhance website performance.
- Manage a variety of **Google paid search, display, video lead, and performance Ads with** Measuring and reporting on the performance of all campaigns with ROI and KPI Assist in the maintenance and monitoring of keyword bids, daily and monthly budget caps, impression share, quality score, conversions, cost per lead, and monitoring other important account metrics
- Drove over **Thousands of leads per month via Facebook Ads Words**. With Best conversion rates & ROI from A/B testing, lookalike, retargeting, CBO, and Other multivariate Ads.
- Managed both **Google Ads & Facebook Ads campaigns** for the company, increasing website traffic and lead generation
- Developed **Targeting Strategies** based on audience demographics, interests, and behaviors, resulting in an increase in click-through rates and a decrease in cost per click
- **Utilized Data Analytics tools** to track and measure campaign performance, track website performance, and made data-driven decisions to optimize campaigns for maximum ROI or exceeded KPI targets
- Utilized A/B testing and other **Optimization Techniques** like Conducting keyword research, and creating ad copy to improve campaign performance over time

- **Managed Multiple Client Accounts**, provided regular reports and analysis to clients on campaign performance developing and implementing comprehensive digital marketing strategies tailored to their specific needs
- **Collaborated with** content creators, designers, and cross-functional teams, including product development, sales, and IT, to ensure alignment and success of digital marketing initiatives

Digital Marketing Executive

The Soft Academy - (October 2021 – February 2023)

- Built And managed multiple **number of word press websites**. Including LMS and e-commerce, like www.thesoftacademy.com with Integrated website analytics, chat, pop Form, Payment system, And CRM platforms Giving the best customer experience and taking full visibility into consumer behavior.
- Managed both **Google Ads & Facebook Ads campaigns** for the company, increasing website traffic and lead generation
- In **On-Page SEO** Expertise Proficient in content optimization, site structure improvement, user experience enhancement, and strategic content development to boost search rankings and user engagement.
- Proven ability for **Off-Page SEO** in building high-quality backlinks, optimizing social media for SEO, and enhancing online reputation management to strengthen site authority and brand visibility.
- Effectively drive brand awareness, engagement, and traffic to social media pages. Achieve a **strong, visible social media presence** with an understanding of search analytics to various enhancement strategies for performance on Google, Instagram, Facebook, Twitter, Pinterest, and company websites.
- Experience with **Online Analytics and Other Software** (Google Analytics, Tag Manager, Trends, Webmaster Tools, Google Data Studio, Website Optimizer, Keyword Tool, Photoshop, Premier Pro)
- **Stayed up-to-date with the latest trends** and best practices in digital marketing, and shared knowledge and insights with the team to drive continuous improvement and innovation

Digital Marketing Executive

Innovation PVC Marbo - (July 2019 – September 2021)

- Designing and executing website content strategy, creating top-of-funnel marketing assets, strategizing, and managing paid digital marketing campaigns, developing conditional email campaigns, launching an SEO campaign, fostering a culture of rigorous A/B testing, collecting, and researching social media marketing and website visitors report, and building Indian E-commerce and International Shopify Website.

Additional Course

- **Data Science and Data Analytics**
- ETLHIVE, Pune, Maharashtra.

Education

- DIGITAL MARKETING COURSE - Lips India – Pune
- BACHELOR OF MECHANICAL ENGINEERING - Gujarat Technological University