

# Saurav Vaghela

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## Profile

Digital Marketing professional with hands-on experience in SEO, content optimisation and digital strategy. Skilled in on page, off page and technical SEO with experience in keyword research, link building and website performance improvement. Currently pursuing an MA in Digital Marketing at the University of Portsmouth while developing projects in SEO, analytics and AI driven marketing.

## Education

MA Digital Marketing - University of Portsmouth (2026-2027)

Bachelor of Commerce - Gujarat University (2021-2024)

## Work Experience

Junior SEO Executive - ShreyWebs SEO and Digital Marketing Agency (Apr 2025 - Dec 2025)

- Implemented off page SEO strategies including link building and outreach.
- Conducted keyword research and competitor analysis for SEO campaigns.
- Created SEO optimised blog content to improve organic search rankings.
- Designed social media creatives using Canva for marketing campaigns.

SEO Intern - ShreyWebs SEO and Digital Marketing Agency (Dec 2024 - Mar 2025)

- Assisted with keyword research and SEO strategy implementation.
- Supported blog writing and content optimisation.
- Contributed to digital marketing campaigns and research tasks.

Stock Manager - Nikunj Enterprise (Jun 2022 - Sep 2024)

- Managed inventory systems and stock control processes.
- Maintained organised storage operations and stock accuracy.
- Supported team operations in a fast paced environment.

Information Retrieval Officer - Justdial (Jun 2021 - Sep 2021)

- Handled high volumes of inbound calls and provided accurate information.
- Resolved customer queries while maintaining professional communication.

## Projects

HR Analytics Dashboard - Developed a workforce analytics dashboard using Power BI.

Netflix Data Dashboard - Created a Power BI dashboard visualising streaming data insights.

## Key Skills

Digital Marketing: On Page SEO, Off Page SEO, Technical SEO, Keyword Research, Content Optimisation

Tools: WordPress, Power BI, Microsoft Excel, Canva

Other Skills: Data Analysis, Social Media Content Creation, Digital Marketing Strategy

## **Additional Information**

Eligible to work 20 hours per week (Student visa)

Flexible evenings and weekends