

Saurav Vaghela

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL 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 a proven track record in keyword research, link building, and improving website performance. Currently pursuing an MA in Digital Marketing at the University of Portsmouth, with additional competencies in Power BI analytics and AI-driven marketing.

EDUCATION

MA Digital Marketing – University of Portsmouth | 2026–2027

Bachelor of Commerce (B.Com) – Gujarat University | 2021–2024

WORK EXPERIENCE

Service Colleague (Food Service) | Asda | May 2026 – Present

- Handle customer orders and food preparation at the Subway counter, maintaining food safety and quality standards.
- Deliver excellent customer service in a fast-paced retail environment, building skills in teamwork and multitasking.

Junior SEO Executive | ShreyWebs SEO & Digital Marketing Agency | Apr 2025 – Dec 2025

- Planned and executed off-page SEO campaigns including link building and outreach to improve domain authority.
- Conducted keyword research and competitor analysis; produced SEO-optimised blog content to boost organic rankings.
- Designed social media creatives using Canva to support broader marketing campaigns.

SEO Intern | ShreyWebs SEO & Digital Marketing Agency | Dec 2024 – Mar 2025

- Assisted with keyword research, SEO strategy implementation, blog writing, and content optimisation.

Stock Manager | Nikunj Enterprise | Jun 2022 – Sep 2024

- Managed inventory systems and stock control processes, maintaining accuracy in a fast-paced environment.

Information Retrieval Officer | Justdial | Jun 2021 – Sep 2021

- Handled high volumes of inbound calls, resolving customer queries with accuracy and professionalism.

CERTIFICATIONS

Digital Skills: Digital Marketing — Accenture | FutureLearn | Mar 2026

Generative AI for Marketing with Microsoft 365 Copilot Professional Certificate | Microsoft | Mar 2026

Digital Marketing | Digital Azadi | May 2024

Data Analyst | TOPS Technologies Pvt. Ltd | Mar 2024

KEY SKILLS

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

Tools: Power BI, Google Analytics, WordPress, Microsoft Excel, Canva

Other: Data Analysis, Social Media Content Creation, Digital Marketing Strategy, AI-Driven Marketing.