

# Rohit Parte

## Digital Marketing | Search Engine Optimization (SEO) | Social Media Marketing

Experienced in Digital Marketing with a focus on SEO and Social Media. I have over 6 months of hands-on experience in SEO, covering on-page optimization, technical SEO, and off-page strategies. I have gained experience using various tracking and web analytics tools, and managing social media platforms to boost online presence in SERPs. Contributed to website improvements through competitor analysis and content optimization.

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📍 Navi Mumbai

🌐 [linkedin.com/in/rohit-parte](https://www.linkedin.com/in/rohit-parte)

### EDUCATION

#### B.Sc. School of hospitality and tourism studies D.Y. Patil University

05/2018 - 05/2020

Navi Mumbai

### WORK EXPERIENCE

#### SEO Intern DigiHost

09/2023 - 04/2024

Navi Mumbai

##### Achievements/Tasks

- Performed on-page SEO tasks, including keyword research, title tag optimization, meta description optimization, heading tag optimization, internal linking strategy development, and content updates.
- Implemented technical SEO techniques, such as checking website speed, updating XML sitemaps, and optimizing robots.txt and canonical tags. Utilized Google Analytics and Google Search Console to monitor and analyze website performance.
- Supported SEO through social media activities, including creating and maintaining client profiles on various platforms.
- Executed off-page SEO strategies, including building backlinks through guest posting, image & video submissions, and social bookmarking.
- Conducted competitor analysis to identify gaps in the SEO strategies, including evaluating their backlinks, title tags, meta descriptions, and keyword density, providing valuable insights for optimizing our SEO approach.

#### Jr. Auditor

#### Narayan Bhargava Group

07/2022 - 03/2023

Navi Mumbai

##### Achievements/Tasks

- Utilizing the Au Portal, specifically WorkApps and Decimal, to authenticate customer identity information provided for KYC purposes.
- Confirming the legitimacy of customer identification details on WorkApps Verifying the customer's address mentioned in KYC documents.
- Validating the customer's signature submitted during the V-KYC journey.

#### Industrial Trainee

#### Neelam's The Grand Hotel

01/2020 - 03/2020

Goa

##### Achievements/Tasks

- During hotel training, I gained experience in Bulk and Indian Kitchens, mastering large-scale food prep and traditional dish preparation. Developed a strong foundation in kitchen operations, culinary skills, and teamwork.

### SKILLS

Team Player

Adaptability

Attention to Detail

Critical thinking

Time management

On-Page and Technical SEO

Off-Page Link Building

Google Analytics

Google Search Console

Keyword Research and Optimization

Social Media Activities

Problem-Solving

### CERTIFICATES

Fundamentals of Digital Marketing - Google

SEO - HubSpot Academy

SEO Principles: An Essential Guide for Beginners - Semrush

Search Engine Marketing - Great Learning

E-Commerce - Great Learning

### LANGUAGES

English

Professional Working Proficiency

Hindi

Full Professional Proficiency

Marathi

Native or Bilingual Proficiency