



OMKAR BAKARE

Pune, INDIA

Mobile: +91 7020947609

Email: omkarbakare46@gmail.com

Summary

Enthusiastic digital marketer with 4+ years of experience in building and implementing strategies focused on SEO, SEM and SMM largely for small to large sized websites. Successfully grew revenue through various strategies.

Work Experience

1. Legodesk Technologies Pvt. Ltd.

SEO Specialist | Nov. 2020 – Jan. 2021

- Developed, managed & executed the implementation of SEO On-Page & SEO Off-Page strategies successfully.
- Track, report and performed website analysis.
- Optimizing landing pages and blogs to improve bounce rate, SERP and organic traffic.
- Performing ongoing keyword research including discovery & expansion of keyword opportunities.
- Obtain numbers of quality backlinks as well as improve the website's DA.
- Restructure and managing the website, creating webpages and update frequently through CMS.
- Work with the development team to ensure SEO best practices are properly implemented.
- Work with the editorial/content team to drive SEO in content creation by researching topics.
- Work with the graphic design team to design graphics for blogs as well as for social media
- Implemented strategies for content distribution.
- Manage Social Media accounts.

2. Agni Solar Systems Pvt. Ltd.

Digital Marketing Executive | Sept. 2019 – Jan. 2020

- Implemented SEO strategies and assisted in website content creation.
- Managed website and update frequently using CMS.
- Handled solar product logistics as well as maintaining the inventory.
- Increased the sell-through e-commerce websites.

3. ConstroBazaar Pvt. Ltd.

Digital Marketing Executive | Mar. 2017 – Aug. 2018

- Created, maintained and drove successfully Google search engine ad campaigns as well as Facebook Ads for multiple vendors.
- Implemented SEO driven organic strategies that boosted website ranking, SERP and visits.
- Restructured the number of URLs through CMS.
- Performed keyword research for meta-tags as well as for blogs.
- Work with the development team to ensure SEO best practices are properly implemented.

- Led a 6 person team of content writers.
- Obtain numbers of quality backlinks through various submission (Off-Page SEO) strategies on high PR websites.
- Handled multiple social platforms for branding as well as to drive sales.
- Revised Facebook marketing strategies and created the Facebook ad campaigns.

4. Online Biz Solutions

Digital Marketing Intern | Sept. 2016 – Feb. 2017

- Successfully created and drove the search engine ad campaigns for Airtel Business.
- Generated pre-analysis report, done the keyword analysis and implemented various SEO strategies for Online Biz Solutions which boosted the website traffic.
- Handled the Facebook page and Instagram account of Manav Attestation Services which raised brand awareness.
- Also, posted the blogs for Manav Attestation Services and generate quality backlinks.

Other Work Experience

1. Amol Wakhare – Personal Website (amolwakhare.co.in) (2020)

- Developed the website using CMS (Wordpress) and assisted in content creation.
- Implemented SEO on webpages.

2. Indian Film Academy (2020)

- Developed the website using CMS (Wordpress).
- Implemented SEO Off Page strategies to generate the quality backlinks.

3. Hotel Gavkari (2020)

- Managed Facebook page and created Facebook ads for online food delivery.
- Implemented SEO Off Page and increased SERP for 2 locations (Pune, India).

4. Sarveshwari Engineers (2018-2019)

- Developed SEO strategies for different countries like US, Australia, Spain, France, Germany, Italy and India.
- Implemented SEO strategies and boosted the business and website traffic.
- Increased SERP for more than 12 products in different region.

5. Spartah Fitness Club (2018-2019)

- Implemented SEO Off Page strategies and drove traffic to 3 different websites.
- Boosted SERP in organic way for 3 different branches.
- Managed Facebook page and Instagram account.

6. Atria Constructions (2018)

- Developed SEO On Page and Off Page strategies successfully for website.
- Boosted SERP in organic way for 1 construction project in Pune, India

7. Wealth Note Investments – Share Market Academy (2018-2019)

- Implemented SEO On Page and Off Page strategies.
- Improve SERP ranking and drove the organic traffic to the website successfully.
- Managed Facebook page and Instagram account.
- Created and managed Google search engine ad campaign.

Known Tools & Skills

- | | |
|------------------------------|-------------------------|
| 1. Google Search Console | 7. Uber Suggest |
| 2. Bing Webmaster | 8. SEO Quake |
| 3. Google Analytics | 9. Ahref |
| 4. Google Ads | 10. Competitor Analysis |
| 5. Facebook Business Manager | 11. Google My Business |
| 6. Google Keyword Planner | 12. CMS - WordPress |

Certification

- **Google Analytics Individual Qualification.**
- **Google Ads Search** Certification.
- Certification of project completion in **MVC Application** for Tuition Management from CMC Ltd. (Resources Used: Struts 1.3, MySQL, J-Query, AJAX, HTML)
- Certificate course in **C Programming** from Seed Infotech Limited.
- Certificate course in programming with specialization in **Data Structure.**

Academic History

- **B.Tech. in Computer Engineering** with *First Class with Distinction* from Bharati Vidyapeeth University, Pune.
- **Diploma in Computer Technology** with *First Class* from Bharati Vidyapeeth's J.N.I.O.T., Pune.
- **S.S.C.** from N.M.V. High School, Pune.

Personal Information

Mobile: +91 70209 47609
Email: omkarbakare46@gmail.com
LinkedIn: [linkedin.com/in/omkar-bakare](https://www.linkedin.com/in/omkar-bakare)
Nationality: Indian
Language: English and Hindi
Address: Blue Springs Society, Pune, INDIA – 411046