

Tejas Gobare

✉ tejasocial23@gmail.com ☎ 9730 142 208 🔗 igtejas.com in Tejas Gobare

Professional Summary

Certified Digital Marketing Specialist with expertise in SEO, SEM, content creation, and WordPress optimization. Successfully developed and optimized a blog website, 'igtejas,' using tools like Google Analytics (GA4), SEMrush and Google Search Console to drive traffic and engagement. Skilled in copywriting, keyword research, A/B testing, and website speed optimization. Proficient in creating data-driven marketing campaigns, improving SERP rankings, and delivering measurable results through innovative digital strategies.

Skills

- **SEO & SEM:** Keyword research, on-page optimization, Google Ads campaign management.
- **Content Marketing:** Copywriting, structured content creation, media integration, and SERP optimization.
- **Email Marketing:** Campaign design and automation using Mailchimp.
- **Web Development:** WordPress site building, speed optimization, mobile responsiveness.
- **Analytics & Tools:** Google Analytics (GA4), Search Console, Bing Webmaster Tools.
- **Programming Languages:** JavaScript, CSS, HTML, Python

Tools

- **SEO & Analytics Tools:** Google Search Console, Bing Webmaster Tools, Google Analytics 4, SEMrush, Ahrefs, Google Keyword Planner, Google Trends
- **Content Creation & Management Tools:** Adobe Express, Adobe Photoshop, Wordpress, Yoast SEO, Google Docs, Gemini, Perplexity, Grammarly
- **Paid Advertising Tools:** Google Ads, Microsoft Ads
- **Website Development & Deployment Tools:** Visual Studio, Hostinger

Projects

igtejas: Website Development & Optimization

igtejas.com 

- Built and optimized a *WordPress* blog website hosted on *Hostinger* to practically apply digital marketing skills.
- Implemented SEO strategies: keyword research, meta descriptions, URL slugs, and structured content with logical flow.
- Created and integrated email marketing campaigns via *Mailchimp* to drive traffic and engagement.
- Designed *Google Ads campaigns* using PPC strategies, optimizing keywords, headlines, and ad performance.
- Enhanced website performance by 200% with speed optimization, mobile compatibility, XML sitemaps, schema markup, and media optimization.
- Implemented *Google Tag Manager* to Integrate *Google Analytics*, enabling real-time website traffic monitoring and data driven insight.


Education







BCA **Sant Gadge Baba Amravati University**, Bachelor of Computer Application

July 2019 – June 2022

- Percentage: 77.78

Certification

Google: Google Digital Marketing & E-commerce Specialization [link](#) 

- Foundations of Digital Marketing and E-commerce [link](#) 
- Make the Sale: Build, Launch, and Manage E-commerce Stores [link](#) 
- Assess for Success: Marketing Analytics and Measurement [link](#) 
- From Likes to Leads: Interact with Customers Online [link](#) 
- Think Outside the Inbox: Email Marketing [link](#) 
- Attract and Engage Customers with Digital Marketing [link](#) 
- Satisfaction Guaranteed: Develop Customer Loyalty Online [link](#) 