



Saurabh Dalavi

SR. Digital Marketing Executive

Branding and Digital Marketing professional with 3+ years of experience in brand strategy, digital campaigns, and team leadership. Proven ability to improve brand visibility (+25% organic reach), double ROI through optimized campaigns, and lead cross-functional teams to deliver impactful marketing initiatives. Skilled in consumer insights, storytelling, and market research, with strong adaptability to the Agro-feed industry.

Professional Experience

SEO Executive

Coleda Pvt. Ltd. Pune, Maharashtra.

February 2025 to Present

- Designed and implemented branding-focused SEO strategies to enhance visibility and strengthen digital brand positioning.
- Conducted competitor and consumer market analysis to identify branding opportunities.
- Achieved 95%+ on-page SEO health scores and executed strategic backlink campaigns to improve domain authority.
- Successfully launched keyword-driven campaigns in the UAE market, achieving top organic rankings within 4 months.
- Resolved Google My Business challenges, restoring client brand reputation and visibility.
- Collaborated with cross-functional teams (design, content, technical) to deliver cohesive branding outcomes.
- Developed reports and insights for leadership teams to guide future brand positioning strategies.

Digital Marketing Executive

Gsinfotechvis Pvt. Ltd. Pune, Maharashtra.

February 2023 to January 2025

- Spearheaded a team of 4 in planning and executing integrated branding campaigns across SEO, PPC, social media, and email.
- Increased brand visibility by achieving 25% organic traffic growth and doubled ROI through optimized campaigns.
- Collaborated with creative teams to deliver brand-consistent messaging and storytelling.
- Conducted data-driven market analysis to support brand positioning and campaign success.

📍 Kharadi, Pune

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Education

● Digital Marketing & E-commerce - TC College, Baramati. July 2019 to May 2022

● 12Th - TC College, Baramati. yr 2019

Course: -

● Master Program in Practical Digital Marketing Course. December 2022

Certification : -

● Website Design Using Wordpress program

● Graphics & Video Editing program

● Master Program in Practical Digital Marketing Course. December 2022

● Google ads - measurement certification

● Google analytics individual qualification

Key Skills: -

● Website Audit

● Keywords Audit

● Competitor Research

● Excellence in organic traffic & leads

● Keywords Research & Analysis for Optimization

● Excellent Knowledge about SEO (On-page & Off-page) optimization

● Ability to quickly learn & adapt

- Capacity to analyze data from different platform
- Ability to think creatively and develop innovative strategies to user in different platform.
- Proven ability to think creatively and design innovative strategies tailored for diverse platforms.
- Results-driven professional with a proven ability to deliver impactful outcomes through strategic planning and execution.
- Strong time management skills with the ability to prioritize tasks effectively and meet deadlines efficiently.
- Data analysis and report generation
- Enhanced client engagement and loyalty through strategic social media and PPC brand campaigns.
- Supported multiple rebranding initiatives, including new creative assets, messaging frameworks, and content strategies.
- Assisted with product launch campaigns, designing promotional activities and digital visibility plans.
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Key Achievements

- Managed campaign budgets of 50,000/- amount, ensuring cost efficiency and ROI.
- Boosted brand visibility by 25% organic reach and improved PPC conversion rates by 3.75%
- Led cross-functional teams of 4-6 to deliver branding projects within deadlines.

Tools & Software

- Semrush
- GT Matrix
- Ahrefs
- Screaming frog
- Google Analytics
- Social media analytics
- Microsoft Clarity
- Google keyword planner
- Google keyword planner
- Keyword surfer
- Keyword Cloud
- Uber suggest
- Mozbar
- Facebook ad library
- Google ad library
- AIPRM Chatgpt
- Mirro
- Mail Chimp
- Send in blue
- Canva
- Photoshop
- Wondershare femora9

Overcoming Challenges: Lessons Learned in My Career

- **LinkedIn Page Reactivation:** A client's LinkedIn page was permanently blocked, impacting their online presence. I proactively engaged with the LinkedIn support team, systematically addressing the issue, and after a week of continuous coordination, I successfully reinstated the page of Shopify CMS functionality and operations
- **Google My Business Review Visibility Issue:** The client's Google My Business reviews were not appearing on Google Maps, affecting their brand reputation. I identified the issue, collected necessary screenshots as evidence, and worked closely with the Google My Business support team to successfully restore the review cycle.
- **Meta Ads Payment and Campaign Errors:** A client's Meta Ads account faced persistent payment and campaign errors despite all settings being correctly configured. Through in-depth troubleshooting and direct coordination with Meta's support team, I diagnosed the technical issue and ensured the seamless functionality of the ad account.
- **Backlinking and Domain Authority Improvement:** One of my clients faced backlinking issues due to a previous team collecting unnecessary backlinks, including 30% broken links. I conducted a comprehensive backlink audit, removed toxic and broken links, and implemented a strategic backlinking plan. As a result, I successfully increased the website's Domain Authority (DA) by 3% within two weeks.
- These experiences have strengthened my problem-solving abilities, technical expertise, and ability to collaborate with support teams to resolve complex digital marketing challenges efficiently.

Language

- English
- Hindi
- Marathi