

# YASH BHAGCHANDANI

## CONTACT

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## SKILLS

- ✓ Project Management
- ✓ Business Development
- ✓ Management Skills
- ✓ Digital Marketing
- ✓ Reporting
- ✓ Looker Studio
- ✓ Google Analytics
- ✓ MS Office 365
- ✓ WordPress
- ✓ Canva
- ✓ Trello
- ✓ Wix
- ✓ SEO
- ✓ PPC

## EDUCATION

**Bachelor of Science in Information Technology**

2010 - 2013

## CERTIFICATION

**Conversation Skills Enhancement**

American English Institute

**Advanced GA4 Mastery**

Data Driven University

## WORK EXPERIENCE

### SEO Assistant & Technical Marketing Expert

Pacific Sea Invests

Nov 2022 - **Present**

- **SEO:** Complete on-page, off-page, and technical SEO management
- **Analytics:** Creating comprehensive reports of all the marketing activities, monthly performance, KPIs, Custom Tracking, etc.
- **Paid Campaigns:** Running ads on various platforms to bring conversions and brand awareness to the company.
- **Team Management:** Led a team of SEO executives, content writers, and link builders to help them with technical requirements and plans, as well as set their KPIs and helped them achieve them.

### Technical Project Manager & Business Developer

Santushti Infotech Pvt Ltd

Jan 2021 - Aug 2022

- Manage digital projects on Fiverr, enhancing client engagement and project delivery.
- Led a team of developers, translating client requirements into actionable project plans
- Streamlined client communication, ensuring clarity and satisfaction across projects.
- Managed all technical issues, mitigating potential problems.
- Drafted project plans and daily schedules and coordinated task allocation.

### Freelance Consultant

Sep 2019 - Nov 2022

- Drove project acquisition through platforms like Upwork and Fiverr.
- Managed developer teams to ensure accurate project execution and client satisfaction.
- Managed all technical issues, mitigating potential problems.
- Drafted project plans, daily schedules, and coordinated task allocation.
- Performed frequent project status evaluations and risk assessments.

### Technical Co-Founder

Spanrig Technologies LLP

Sep 2016 - Sep 2019

- Founded Spanrig Technologies, delivering web solutions tailored to client needs.
- Focused on Digital Marketing and Business Development with tech-based solutions.
- Cultivated long-term business relationships and guided teams to exceed performance targets.

### Business Development Assistant

WDS India

Jul 2013 - Jul 2016

- Established robust business relationships, leading to high client conversion rates.
- Developed detailed project proposals and coordinated with clients for timely delivery.