

PARTH SHETH

+91-8347384798
hire.parth.sheth@gmail.com
Ahmedabad, India

I am a Passionate Digital Marketing Executive with 3+ years of progressive experience in SEO (On-Page, Off-Page, Technical & International), Meta Ads, Social Media Management, and AI-powered Content Creation. Proven track record of executing end-to-end digital campaigns for domestic and international clients across SaaS, Real Estate, News, and Finance sectors.

Recognized AI Tool Specialist with strong expertise in prompt engineering — capable of independently building WordPress and HTML websites, publishing SEO-optimized content, and automating marketing workflows. Adept at driving organic growth, managing paid media budgets, and adapting quickly to evolving digital trends.

Work Experience

Senior Digital Marketing Executive - Deonde Innovations Private Limited

(Sep 2024 – Present)

Driving End-To-End Marketing for Key SaaS Portfolios (deonde.co, ressto.co, milkdelivery.app) with a Focus on Comprehensive SEO (On-Page/off-Page), Engaging Content Writing, and Social Media Brand Building

- Drove On-Page, Off-Page, and Technical SEO for three SaaS platforms, improving search visibility and organic traffic across all properties.
- Implemented International SEO strategies — Hreflang configuration, region-specific landing pages — for international client Island Vision Private Charters, expanding global reach.
- Independently researched, authored, and published SEO-optimized blogs end-to-end: topic discovery, keyword mapping, and WordPress publishing.
- Conducted in-depth keyword research and competitor analysis to identify content gaps, directly shaping the monthly content and SEO strategy.
- Executed high-authority link-building campaigns and resolved technical SEO issues to boost domain authority and core web vitals.
- Leverage advanced AI prompt engineering to independently structure, design, and develop complete WordPress and HTML websites, accelerating deployment timelines.
- Built complete WordPress and HTML websites using AI assistance, covering content architecture, SEO optimization, and UX structure.
- Managed YouTube channel growth strategy and social media content calendars to strengthen brand presence and audience engagement.

Digital Marketing Executive - Seawind Solution Pvt Ltd

(Aug 2023 - Sep 2024)

Started as an Intern and Promoted to Executive; Handled Agency Clients Across News, Real Estate, and Hosting Sectors.

- Executed end-to-end SEO campaigns for multiple clients — Hosting1.in, Nirbhay News, Radiant Global Fund and others — driving measurable improvements in organic rankings.
- Managed complete social media presence for clients: daily content creation, Reels production, copywriting, strategy, and posting schedule management.
- Planned and managed Paid Meta Ads (Facebook & Instagram) — including budget allocation, audience targeting, and performance optimization — for campaigns such as the 'Ram Charitra Manas Yatra' event.
- Independently monitored daily ad spends and adjusted budgets based on real-time campaign performance to maximize ROI.
- Handled international client Radiant Global Fund — managing both Social Media content and full SEO operations.
- Contributed to the agency's Meta Tech Partner certification by supporting WhatsApp Business API integration and Meta tools setup.
- Prepared detailed performance reports communicating ROI, organic growth metrics, and strategic next steps to clients.
- Began applying AI tools for content creation, initiating a self-driven journey into AI specialization that continues to this day.

Graphics Designer - Dmatic Solutions

(Jan 2022 – June 2023)

- Designed diverse visual assets: social media posts (tours, educational, festive), posters, banners, flyers, and large-format hoardings/billboards for client campaigns.
- Led a complete educational branding project — delivering brand identity, display boards, hoardings, and full collateral from concept to execution.
- Created logo designs and brand identity materials, developing a strong understanding of visual consistency and brand communication.
- Produced basic motion graphics and animations using After Effects templates for client deliverables.
- Mastered Figma and Canva for professional-grade design work — skills that continue to support content creation in current marketing roles.

Core Skills

- **Search Engine Optimization (SEO):** On-Page, Off-Page, Technical SEO, Local SEO, Link Building, Hreflang Configuration, WordPress SEO.

- **Paid Media & Marketing:** Meta Ads (Facebook/Instagram) Management, Budget Optimization, ROI Analysis, Audience Targeting, WhatsApp Business API Integration.
- **Content & AI Integration:** AI Prompt Engineering (ChatGPT, Claude, Gemini), AI-Assisted Web Development (HTML/WordPress), Copywriting, Content Strategy, YouTube Growth.
- **Design & Branding:** Graphic Design, UI/UX Understanding, Visual Communication, Branding & Print (Hoardings, Flyers).
- **Technical Tools:** Google Analytics (GA4), Google Search Console, SEMrush, Ahrefs, Screaming Frog, Google Keyword Planner, Canva, Figma, After Effects.

Education

Bachelor of Commerce (B.Com)

Graduated 2023

Key Highlights

- Managed both domestic and international SEO clients simultaneously — including SaaS platforms, news portals, and finance brands.
- Self-taught AI specialist: built complete websites, automated content pipelines, and mastered prompt engineering through continuous self-learning.
- Unique background combining Graphic Design + Digital Marketing + AI — enabling execution of creative, technical, and strategic work independently.
- Currently managing SEO, content, and digital strategy for 4 live websites (ressto.co, milkdelivery.app, deonde.co, Island Vision Private Charters).