

SANJEEV KUMAR

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CAREER OBJECTIVE

Forward-thinking Search Engine Optimization with [4] Years of experience with achievements in working with cross-functional teams to achieve marketing and brand development goals. Skilled in Search engine marketing, Search engine optimization and Social media optimization. Prepared to take next career step with the company offering opportunities for growth and advancement.

EDUCATIONAL QUALIFICATION

- BA from Monad University Meerut in 2014.
- Senior Secondary School From NIOS in 2010
- Higher Secondary School Govt.Sarvodaya.Co.Ed Vidhayalaya-New Delhi India in 2008.

ADDITIONAL QUALIFICATION

- Certified Digital Marketing Course From DIGIPERFORM Pritampura Delhi.
- Attend marketing workshop
- Certified Digital Marketing Consultant
- Certified Digital Marketing Executive
- Completed Google AdWords Fundamentals
- Completed Google AdWords Search Certification

SPECIALIZED IN SEO

- Optimizing the websites to increase the traffic.
- Analysis of client's web site, competitor analysis and top keywords analysis.
- Keyword Researching & suggest the right keywords for targeting to reach particular Business goals.
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Google Campaign management.
- Social Media campaign management.
- Email Marketing.
- On- Page and Off- Page Optimization.
- Manage and maintain the organization's website(s).
- Continually work on the Search Engine Optimization of the website(s).
- Attain key performance indicators such as reducing the website bounce rate.
- Track and analyze website traffic flow and provide regular internal reports.
- Monitoring SERP, Traffic Data, and Referral Data.
- Content optimization: - Search engine friendly content development.
- Configuring Google Webmaster Central Tool.
- Creating strategies to increase online traffic to the organization's website.
- Monitoring the Website Traffic with Google Analytics.

LANGUAGES KNOWN

- ✓ English
- ✓ Hindi

WORKEXPERIENCE

Company Name	BERKOWITS HAIR & SKIN CLINIC (Kailash Colony Delhi.)
Designation	DIGITAL MARKETING EXECUTIVE
Duration	(Jan 2020 - Present)
Job Profile	<ul style="list-style-type: none">• Working on Ecommerce website shopify• Analyzed and reported social media and online marketing• Generating leads from PPC and organic through website and social media platform.• Maintaining Amazon and Flipkart product selling• Managing website on WordPress• Developed marketing content such as blogs, promotional materials and advertisements for social media.• Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.• Doing SEO Audits and improve Site speed and site visibility on SERP• Doing On page & Off page SEO on regular basic.• Doing Email campaign with Mail chimp or Hub spot with Email lists provided.• Handling Customers over phone calls and from E-mails

Company Name	CREATIVE CORNER DECOR (Mussafah Abu Dhabi)
Designation	DIGITAL MARKETING EXECUTIVE
Duration	(Jan 2019 - December 2019)
Job Profile	<ul style="list-style-type: none">• Created Website with exclusive Domain name.• Analyzed and reported social media and online marketing• Managing website on WordPress• Developed marketing content such as blogs, promotional materials and advertisements for social media.• Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.• Doing SEO Audits and improve Site speed and site visibility on SERP• Doing On page & Off page SEO on regular basic.• Generating leads from PPC and organic through website and social media platform.• Doing Email campaign with Mail chimp or Hub spot with Email lists provided.• Handling Customers over phone calls and from E-mails

Company Name	HIMALAYAN TRIPS LLP (Shimla HP.)
Designation	SEO EXECUTIVE
Duration	(Jul 2018– Jan 2019)
Job Role	<ul style="list-style-type: none"> • Analyzed and reported social media and online Marketing campaign results. • Managing websites on WordPress • Developed marketing content such as blogs, promotional materials and advertisements for social media. • Directed a successful SEO and link-building campaign to increase the website's

Company Name	MUVIMAN (Delhi) Freelance
Designation	SEO EXECUTIVE
Duration	(Jan 2017 – Jul 2018)
Job Profile	<ul style="list-style-type: none"> • Running PPC Campaigns • Managing website on WordPress • Developed marketing content such as blogs, promotional materials and advertisements for social media. • Directed a successful SEO and link-building campaign to increase the website's credibility and drive traffic.

Company Name	VIVO INFOSYS PVT LTD. (Delhi)
Designation	Online marketing executive
Duration	(July 2015– Dec 2016)
Job Profile	<ul style="list-style-type: none"> • Managing Website • Managing social media platforms • Optimizing website on doing On & Off SEO

SKILLS

- Google Analytics/Tag manager
- SEM (Search engine marketing)
- SMO (Social media optimization)
- E-mail and direct mail marketing campaign
- Word press site developer
- Search Engine Optimization(on page & off page)
- PPC Pay-per click
- Facebook & Instagram Marketing
- Hand on Practice in CRM
- Hosting management
- Normal Graphic Designing

PERSONALDETAILS

DOB : 31st Jan 1992
Gender : Male
Status : Single
Nationality : Indian
Reference : Available upon request