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***Tools Used***

* *Gtmatrix*
* *similerweb*
* *Alexa*
* *Ahref*
* *Semrush*
* *Buffer*
* *Mobile Monkey*

***Skills***

* *Business Development, Product Development, Product Marketing*
* *Search Engine Optimization*
* *Social Media Optimization, Paid & organic*
* *Online Reputation Management: Review Management Service, Search Engine Supersession Via Reverse SEO, Removal service*
* *SMS/Email Marketing*
* *Basic Adobe Photoshop*
* *Video editing*

**Objective**

To work in a challenging environment that would utilize my overall abilities, knowledge, and skills and also provide a progressive growth in my career.

**Education**

|  |  |
| --- | --- |
| **Degree/Certificate** | **Institute** |
| Digital Marketing | New Vision Digital Noida 2016 |
| BA Economics(h) | Shyam Lal College Delhi University 2013-2016 |
| 12th | CBSE Board |
| 10th | CBSE Board |

**Experience**

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| --- | --- | --- | --- |
| **S.no** | **Company Name** | **Designation** | **Duration** |
| 1. | Bada business initiative by Dr. Vivek Bindra | Digital Marketer | June 2019 – Present |
| 2. | Ox rock india pvt.ltd. | Digital Marketer | September 2018 to May 2019, 9month |
| 3. | Hub4tech portal services pvt. ltd. | Digital Marketing executive | May 2016 to September 2018, 2year 4months |

**Work Responsibilities as a Digital Marketer**

* Site Analysis, Competitor Analysis, Traffic Analysis
* Google Search Console and Analytics Tools set up and weekly monitor, Analytics goal setup
* Work on Web CMS and App CMS(ci codeigniter)
* Lead generation, leads and revenue analysis
* Email/SMS marketing, Push notification
* Reviews generate on google, facebook, mouth shut
* Content Optimization for SEO, google discover, feature snipped
* Improve Website Traffic
* Make a Responsive website, loading time, html/css/java script check for improvement in website speed
* **Technical seo** - XML sitemap and robots.txt file creation, ssl certificate, simple website design, rel canonical tag, rich snipped/schema tags, broken links check, http error codes 404 soft404, 301,302,500 or Redirects
* **On-Page seo -** URL Structure, meta tags, Check duplication of content, Keywords research, Checking toxic/robot link, Anchor Text Optimization, Internal Linking
* **Off-Page -** Link acquire from Wikipedia**,** Social submission, Press Release, Guest posting, Answer & Questions submission, Blog Marketing submission, Article Submission, pdf submission, Local Listings, image submission, , web 2.0 submission, Search Engine Submission, backlinks from edu & gov sites, podcast submission, event submission
* **Social Media Optimization & Promotion -** Responsible for Social Media Promotion, Paid & organic,
* Social Media Profile Management (Facebook, LinkedIn, Twitter, YouTube)
* Social media analytics, Prepare Hindi Content for Facebook, LinkedIn,
* Run Facebook ad campaigns, Facebook & YouTube monetization analysis, enable monetization of Facebook,
* Create and manage an online review funnel for building online reviews and reputation. Monitor online reviews and respond to each review timely and with care.
* Analyze key metrics and tweak strategy as needed.
* Compile reports for management showing results (ROI).
* Monitor effective Best Practices for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results