



MANISH KUMAR

Digital Marketer



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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
12 th	CBSE Board
10 th	CBSE Board

Experience

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 (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 snippet
- 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 snippet/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