

Yogesh Kumar

Objective

To implement new processes and strategy in a growing organization to drive more growth

Experience (16 years)

- **9 months** experience in **SNND Technologies Pvt Ltd** from May 8, 2024 to till date as **Digital Marketing Manager**.
Responsibilities: Managing Paid Campaigns (using Google Ads, Facebook Ads, Linkedin Advertising, Youtube), Google Analytics, SEO, SMO, Google Tag Manager etc. for In-house projects
- **1 year** experience in **Crescent Data Technologies Pvt Ltd** from Apr 3, 2023 to May 7, 2024 as **Manager – Digital Marketing Operations**.
Responsibilities: Managing Team and Paid Campaigns (using Google Ads, Facebook Ads, Linkedin Advertising, Bing Ads, Youtube), Google Analytics, SEO, Google Tag Manager for clients' projects
- **5.4 years'** experience in **Lookad India Pvt Ltd (Digitale division)** from Oct 10, 2017 to March 31, 2023 as **Manager – Paid Media**.
Responsibilities: Managing Team and Paid Campaigns (using Google Ads, Facebook Ads, Linkedin Advertising, Twitter Ads, Bing Ads, Quora Ads, Youtube, Amazon ads, Flipkart ads); Native Platforms Ads (using Times Internet, Taboola, Outbrain etc.), Google Analytics, Google Tag Manager for clients' projects
- **2.9 years' experience** in **Lucideus Tech Pvt Ltd.** from Nov 1, 2014 to Sep 30, 2017 as SEM Consultant.
Responsibilities: Online Paid Advertising (Google Ads etc.), Google Analytics, Google Tag Manager; SEO, SMO etc. for In-house projects
- **11 months** experience in **Bruce Clay India Pvt Ltd** from July 2, 2012 to June 12, 2013 as PPC Analyst.
Responsibilities: Online Paid Advertising (Google Ads), Google Analytics etc. for clients' projects
- **2.4 years** experience in **HyperQuality India Pvt. Ltd.** from Jan 4, 2010 to June 28, 2012 as Online Marketing Executive
Responsibilities: Online Paid Advertising (Google Ads, BingAds, Facebook), SEO, SMO, Email Marketing, Google Analytics etc. for in-house projects
- **2 years** experience in **Koenig Solutions Pvt. Ltd.** from Dec 3, 2007 to Dec 22, 2009 as SEO.
Responsibilities: Online Paid Advertising (Google Ads, Yahoo Advertising, Microsoft AdCenter, Facebook Advertising, Linkedin Advertising etc.), SEO, SMO, Google Analytics etc. for in-house projects
- **2.2 years** experience in **Technosoft Services** from Aug 7, 2005 to Nov 30, 2007 as SEO.
Responsibilities: SEO for clients' projects

Professional Certifications

- Google Analytics certified
- Google Ads certified
- Google Search Ads 360 and Google Display and Video 360 certified
- Hubspot SEO certified

Educational Qualification

- MBA in Marketing from Sikkim Manipal University in 2010
- MCA from M.D. University, Rohtak in 2005
- M.Sc (Computer Science) from M.D. University, Rohtak in 2004
- B.Com from Delhi University in 2000
- 10+2 from B.I.E.C. Patna in 1996
- 10th from B.S.E.B. Patna in 1994
- One year diploma from NIIT, Delhi in 1999
- Certificate in computing from IGNOU in 2001

Digital Marketing Experience

- Developing, designing and implementing multiple Interactive marketing plans & strategies.
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Identify trends and insights, and optimize spend and performance based on the insights
- Managing team to achieve the organization goals
- Collaborate with internal teams and external teams (agencies and other vendor partners) to create landing pages and optimize user experience
- Managing the contact database, writing and dispatching email marketing campaigns
- Monitoring and evaluating digital marketing campaigns success using performance reporting and analytics and making recommendations for amendments and improvements.

Online Paid Advertising (PPC) Experience

- Understanding client business and requirements.
- Formulating strategies and road map for successful delivery of campaigns
- Planning the structure of campaigns and ad groups
- Creating and Managing campaigns across all search engines (Google, Yahoo, Bing), social networking sites (Facebook, LinkedIn), ecommerce platform (Amazon) and other sites
- In-depth keyword research
- Creating multiple ad copies
- Analyzing the performance of keywords, ad copies, campaigns, ad groups etc.
- Budget and Bid management
- Landing pages optimization
- Display Advertising, Remarketing
- Clicks and conversion data analysis
- Achieving targeted ROI
- Report preparation for management and clients

Search Engine Optimization (SEO) Experience

- Analysing websites and managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Implement and administer search engine programs (webmaster tools, XML sitemaps, Robots.txt etc.)
- Develop and implement link building strategy (Submission in Search Engine, Press Release, Classified, Blog post, Social Bookmarking etc.)
- Monitor and evaluate web analytics dashboards and SEO reports
- Coordination with Design and Development Teams (Page Title, Meta contents, HTML code and image modification, Web page creation etc.)
- Competitors' website analysis
- Training and guiding to juniors

Social Media Optimization (SMO) Experience

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Google Analytics Experience

- Setting up Google Analytics profiles and filters
- Managing and configuring accounts, properties, and views
- Managing Account users
- Conducting audits of content to ensure tracking tags are functioning and feeding respective reports.
- Implementing Google Analytics with Google Tag Manager
- Setting up Goals, Funnels etc.
- Monitoring and administering analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance to company goals
- Monitoring and evaluating digital marketing campaigns success using performance reporting and analytics and making recommendations for amendments and improvements.

Google Tag Manager Experience

- Develop a tag implementation strategy
- Set up Google Tag Manager Account and Tag
- Creating and implementing Container, Tag, Trigger, Variables, etc.
- Implementing Google tags like Google Analytics, AdWords Conversion, Remarketing, Event etc.
- Implementing non-Google tags like Bing Ads UET, Facebook Pixels, Hotjar, Taboola, etc.
- Administering User Management

Work experience on:

Tools and Softwares: AdWords Editor, Bing Ads Editor, Facebook Ads Manager & Business Manager, Google Analytics, Google Tag Manager, Google Search Console, Webmaster Tools, Google My Business, SEM Rush, Similar Web, SEO Quake, Smallseotools, SEO Moz, Spy fu, WordTracker, IBP, SEO Elite, Web Position 4, WEB CEO and many online tools

Others: HTML, XHTML, XML, CSS, Java Script, Dreamweaver, Edit Plus, Photoshop, FileZilla, MS Office (MS Word, Excel, PowerPoint, Access), ASP.NET 2.0, SQL Server, ASP, PHP, MYSQL etc.

Personal Details

Father's Name	:	Sri Ashok Kumar Yadav
Date of Birth	:	25-02-1980
Email	:	yogeshkumar543@gmail.com
Contact Number	:	7759898172
Sex	:	Male
Marital Status	:	Married
Languages Known	:	Hindi, English
Permanent Address	:	Jyoti Vihar Colony, Sabour Road, Distt.- Bhagalpur (BIHAR), PIN – 853201
Correspondence	:	Flat No. C280, Sector 100, Noida-201303