

# VISHAL VERMA



## Career-Objective-

To pursue a highly rewarding career seeking for a job in challenging and healthy work environment where I can utilize my skills and knowledge efficiently for organizational growth.

## Educational Qualification-

- 12th Pass out from CBSE Board.
- BCA from Meerut under coverage of CCS University with 1st division in 2014.
- MCA from UPTU (Lucknow) in 2017.

## Computer Proficiency-

- Basic knowledge of Computer.
- Operating System:- Window 7,8,10
- MS-Office, Adobe photoshop
- Tools knowledge: -WYSIWYG Web Builder 11.
- Web Technologies: - HTML, CSS, XML, JavaScript.

## Personal Qualities-

- Smart Worker
- Adaptability, knowledge and Focus on work.
- Keep myself calm in pressure situation.

## Achievements-

- Give Presentation on "Cloud Computing" in Sunderdeep Engineering College Affiliated By UPTU.

## Skills-

Have 4\*years of experience in developing and executing digital marketing strategies across various channels. My specialties are:

- **Keyword Analysis:** Researching the best keywords using tools like Word Tracker, Keyword Discovery, Google Keyword planner Tools etc.
- **On-Page SEO:** Keyword research, content optimization, meta tags, internal linking, technical SEO.
- **Off-Page SEO:** Link building, social media integration, guest blogging, influencer outreach.
- **PPC Campaigns:** Google Ads, Bing Ads, campaign optimization, A/B testing, ROI analysis.
- **Content Marketing:** Content strategy, blog management, copywriting, content promotion.
- **Analytics & Reporting:** Google Analytics, SEMrush, Ahrefs, data interpretation, performance metrics.
- **Social Media Marketing:** Platform management, content scheduling, engagement strategies, ad campaigns.
- **Email Marketing:** Campaign creation, list management, A/B testing, analytics.

## Contact Information

### **Address:**

Arjun Nagar Delhi Road Hapur.

**Contact No.** 8868012798

**Email:** vermavishal631@gmail.com

## Personal Profile:

**Father Name:** Sh.Surendra Kumar Verma

**Born on:** 16/07/1994

**Language:** Hindi & English

**Sex:** Male

**Marital Status:** Unmarried

## Preference Location

Delhi - NCR

- **Technical Skills:** HTML/CSS basics, WordPress, CRM tools, marketing automation platforms.

## **Professional Experience-**

Digital Marketing Executive, Apr 2024 - Present

**BizSol Technologies Pvt Ltd – Noida**

- Executed PPC campaigns across Google Ads and social media platforms, optimizing ad spend and achieving a 25% reduction in cost-per-click.
- Analyzed marketing data and created detailed reports to measure campaign performance and ROI.

SEO Executive, Jul 2023 to Mar 2024

**Propertyfolks Advisory Pvt Ltd – Noida**

- Perform ongoing Keyword discovery, expansion and optimization.
- Research and analyze competitor advertising links.

SEO Executive, May 2019 to Mar 2021

**Wealth Clinic Pvt Ltd. – Noida**

- Managed and monitored rankings and ethical SEO, like keyword analysis, website analysis, competitor analysis, link building etc.
- Developed title tag, description of meta tags and highlighted and added relevant links to site.

SEO Executive, Nov 2017 to May 2019

**Bullmen Realty India Pvt Ltd - Noida**

- Assisted in completing link building and cross-platform optimization for web pages.
- Completed search engine keyword research in accordance with SEO strategic content plans to optimize pages.

SEO Trainee + SEO Executive, Dec 2016 to Nov 2017

**Neo concept Pvt. Ltd. - Noida.**

## **Extra-Curricular Activities-**

- Listening music
- Surfing internet
- Play Guitar

## **Declaration-**

- I confirm that the information provided by me is true to the best of my knowledge and beliefs.

**Date:**

**Place:**

***VISHAL VERMA***