**Digital Marketing Resume Yogesh Malakar Email id-** [**malakar.yogesh17@gmail.com**](mailto:malakar.yogesh17@gmail.com)

**Mob No. - +91-8770543647, 9584265548**

**Profile Summary**

5+ years experience in Digital Marketing and SEO (On – Off page)/ASO. I am seeking better opportunity where I can learn, contribute and grow professionally based on my knowledge and skills, improving their presence and results across all the digital acquisition channels (The Website, Mobile App, Social Media etc).

**Educational Details**:

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **University/ Institution** | **Year** | **Percentage** |
| BE(Computer Science & Engg.) | R.G.P.V University, Bhopal (M.P) | 2013 | 65% |

**Skills Set**:

* I have taken a 45days of training on SEO and Adobe Omniture Site Catalyst tool (Web analytics tool)
* I can prepared MS- excel based dashboard.
* HTML5, CSS, Basic PHP, SQL Server, MS- Office
* Google digital unlocked certified.
* Digital marketing, SEO (On page, Off page), SEM (PPC), ASO ( App store optimization)
* SMO (Social media optimization), SMM.

**Expertise in Tools**

* Digital Marketing Tools - ( Google trends, SEMrush, Similarweb, Moz, Ahref, Website optimization)
* Google Ads tool, Search console tool (Webmaster), Google keywords research tool., Play console, iOS Developer account.
* Adobe Omniture Site catalyst tool reporting, Google Analytics reporting.
* ZOHO Applications.
* Graphics and video tools – Canva, Crello, Postermaywall , Kapwing, Flexclip etc.

**Personal Strengths:**

* Good Analytical Skill, Perfectionist
* Self-Learner, Smart Working Abilities
* Good Interpersonal and Communication Skill, Hard working

**Work Experience: 1 Duration**

**Rise agro infra Pvt. Ltd Indore. Feb 2020 to till now**

**Program: Digital Marketing Manager**

**Designation: Digital Marketing Executive**

**Key role & responsibilities:**

* Digital marketing activities, Lead generation, strategies, Project management, Client interaction.
* SEO - ON page optimization & Off page activities, Maintain online reputation, ASO.
* Competitor analysis and Keyword analysis, Link building.
* Grow website ranking on Google via keywords, XML Sitemap &Submission, Meta tag creation.
* Social media pages optimization, Branding and Marketing, Facebook Ads.
* Google Ad words, Google Analytics reporting and Search Console (Webmaster tool).
* Zoho Applications and Ecommerce Automation.

**Work Experience: 2**

**UCMAS Education Pvt.Ltd Indore. June 2019 to February 2020.**

**Program: Digital Marketing**

**Designation: Digital Marketing Executive**

**Key role & responsibilities:**

* Digital marketing activities, Website created in word press and Blog curation’s.
* SEO - ON page optimization & Off page activities, Maintain online reputation.
* Competitor analysis and Keyword analysis.
* Grow website ranking on Google via keywords, XML Sitemap &Submission, meta tag creation.
* Social media pages optimization, Branding and Marketing, Facebook Ads.
* Google Ad words, Google Analytics reporting and Search Console (Webmaster tool).

**Work Experience: 3**

**Evalueserve Inc. Sep 2017 to May 2019**

**Program: Marketing/Campaigns**

**Designation: Business Analyst**

**Key role & responsibilities:**

* Managing quality analysis of data for digital marketing and offline marketing campaigns.
* Directly involved in client communication, data analysis for TM, DM, EM marketing campaigns.
* Also working on the Telemarketing campaigns data analysis.
* Involved in campaign effectiveness, Marketing channel attribution, Better targeting for products and services.
* Maintaining good relationships with the client and Deliver to them campaign specific relevant data.
* Data quality analysis for Social media marketing campaigns.

**Work Experience: 4**

**Syscraft Information System Indore. April 2017 to Sep 2017**

**Designation: Sr. Digital Marketing Executive**

**Program: SEO / Digital Marketing**

**Key role & responsibilities:**

* Digital marketing activities.
* SEO - ON page optimization & Off page activities, Maintain online reputation.
* Competitor analysis and Keyword analysis.
* Grow website ranking on Google via keywords.
* XML Sitemap Creation &Submission, meta tag creation.
* Social media pages optimization, Branding and Marketing, Email marketing
* Google Analytics reporting and Search Console (Webmaster tool).

**Work Experience: 5**

**JNA Professionals Studies (Berkshire UK Based) April 2016 to Oct 2016**

**Designation: Digital Marketing Executive**

**Program: SEO / Digital Marketing**

**Key role & responsibilities:**

* Digital Marketing for Jobsnskills.co.uk
* Competitor analysis and Keyword analysis
* XML Sitemap Creation & submission, meta tag creation.
* SEO - ON page optimization and Off page activities, article creation, link building activities.
* Social media marketing, Google analytics reporting and Search console (webmaster tool).
* Job Sharing, Posting, Marketing & Submission on different websites.

**Work Experience: 6**

**Wow Communications.**

**Designation: Digital Marketing Executive June 2015 to March 2016**

**Program: SEO / Digital Marketing**

**Key role & responsibilities:**

* Email marketing.
* Competitor analysis and Keyword analysis.
* XML Sitemap Creation & submission, meta tag creation.
* App Store Optimization & Submission.
* SEO - ON page optimization and Off page activities for link building.
* Database management and collection.
* Facebook and other Social media promotion, YouTube video promotion, Google Analytics.

**Work Experience:7**

[**Money**](http://www.Money) **World Research Pvt. Ltd Indore**

**Designation: SEO Executive Oct 2014 to May 2015**

**Program: Online Marketing**

**Key role & responsibilities:**

* Keyword Research and keyword analysis for website
* Grow keywords rank on Google and other search engines
* Social media marketing
* Off page activities like - Blog comment, Forum submission, Business listing, Classified ads.

**Work Experience: 8**

**Snap Exports Pvt. Ltd Indore**

**Designation: SEO Executive Sep 2013 to Oct 2014**

**Program: Online marketing**

**Key role & Responsibilities:**

* Keyword research and analysis for enetram.com.
* Social media marketing
* Manage ON Page & OFF page activities
* Google analytics reporting (Generate weekly, monthly reports)
* Email campaigns for product marketing, Product selling strategy
* I worked on E-commerce websites like – ebay.in, Shopclues.com & Product listing on ebay.in, Shopclues.com, Brand building, Manage merchant panel.

**Date**

**Yogesh Malakar Thanks & Regards**