

RESUME COVER SHEET

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Resume

Profile Summary

2 years of experience in Digital Marketing, Business Development, Strategic management, Growth analysis.

Graduation: - B.B.M (IB)

Post-Graduation: - MBA (Marketing)

Job Profile

Madz Media Inc.

Duration : May 2018 till date

Digital Marketing Specialist :

- SEO :
 - 1) On Page Optimization :
 - Optimization on Wordpress websites through plugin installation & web page formation
 - Keyword Analysis utilizing top SEO tools such as Keywords Everywhere, Google Adwords, Google Webmaster Tools.
 - Competition Analysis through Page source code, Woorank, SimilarWeb & related tools.
 - Tag Optimization : HTML Tag Optimization, Meta tag, Head Tag, Bolt tag optimization.
 - Web Speed Optimization : CSS & Java Script file Optimization & Optimization of non-indexable attribute.
 - Favicon Setup
 - Canonicalization Installation
 - Code to Text Checker tool
 - Sitemap file submission.
 - Robots.txt file
 - W3 School Validation.
 - 2) Off Page Optimization :
 - Directory Submission, Blog Commenting, Promotion of website through Social Media, reviewing & increasing online reputation.
 - Link Building (Internal, External).Ensuring Zero broken link.
 - Quality Content ensuring original content generation & update the same on time basis.
 - Creation of Do-follow & No-follow backlink.
 - Creating backlinks on targeted keywords from websites which have high page rank.
- Content Marketing, Social Media Marketing
 - Blogging, Content creation in user friendly language, promoting in official account through paid campaigns.
 - Utilizing resources of social media platforms for content marketing
 - Facebook ads : Detailed targeting, audience insights. Instagram marketing through influencers.

Duration: Oct -2017 to May 2018

Senior Business Process Associate

- Working in back end team for Client Service.
- Email support for Customer queries, enquiries & complaints.
- Creating Newsletters for Client; Submitting to Marketing team.
- Assisting Marketing team in Email based Campaigns.

Futurism Technologies Pvt Ltd.

Duration: March 2016 – Feb 2017.

Business Development : Digital Marketing

- Managing end to end execution of marketing projects & campaigns.
- Research & administer social media tools in support of client's social media strategy.
- Managing & implementing SEO strategy. Monitor & evaluate search results & search performance across major search channels in order to improve rankings.
- Contributing in Company blog, forums & social media community.
- Creation of newsletters, Email based marketing campaigns.
- Actively working upon Link building strategies to improve Page ranking which involves creation of internal & external back linking.
- Website listing in Directory Submissions, Social bookmarking, Client side Article submission, Guest Posting, Review Posting.

Skills

- Excellent communication and negotiation skills
- Prioritizing, time management and organizational skills
- Ability to create and deliver presentations tailored to the audience needs
- Relationship management skills and openness to feedback
- Effective project management skills.
- Excellent knowledge of MS Office Suite.