

**Cover Letter- Gurpreet Singh**

Respected Hiring Manager,

I'm a professional with over 6 years of various industry experience like E-commerce, Travel, Customer Service etc. Along with my various industry experience I bring some skills like Business Development, Web Development, Business Growth, Client Handling, Customer Service, Effective Communication, Data Management, Time Management and Problem Solving which will help me fulfill the Job description as per your company's requirements.

I'm a married man with various financial commitments which will not allow me to switch from one job to another and helpful to be loyal to your organization.

My willingness to learn, relocate, travel or switch my working hours as per the business requirements will bring commitment to work.

Along with my work experience, skills, commitment and willingness to learn new things I find my self suitable for the job posted by you for your esteemed organization.

Thanks & regards,

Gurpreet Singh

9971572858

[seowizardhub@shmail.com](mailto:seowizardhub@shmail.com)

## Curriculum Vitae

**Gurpreet Singh**

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**EMAIL:** [singh.gurpreet2907@gmail.com](mailto:singh.gurpreet2907@gmail.com)

**OBJECTIVE:** To work in a challenging atmosphere by exhibiting my skills for the growth of the esteemed organization in which I belong too.

### **Summary**

- Dynamic and result oriented **Experienced Professional** with **6.10 years** of experience in working with different industries at different domains.
- Experienced In **Sales and Marketing, Business Development, Website Development, Business growth, Client Handling, Customer Service, Customer Retention, Google AdWords, SEO, SMO, WordPress, SEM, Website Trafficking.**
- Trained in sourcing activities through job portals like **Monster, Dice, Carrier Builder, LinkedIn, Indeed, etc.**
- Involved in Training Sessions of Recruitment of all IT Levels consultant in all categories like **GC, US Citizen, EADs, and H1B on Corp to Corp and W2 basis.**
- Extensive hands on experience in MS Office(Outlook, PowerPoint, Excel, Word) – Professional.

### **POFESSIONAL EXPERIENCE**

**Studio 24 Pvt Ltd**

**Feb 2024 – Presently Working**

- Generating sales through calls
- Client Handling
- Customer handling
- Upselling
- Customer Support

### **POFESSIONAL EXPERIENCE**

**TaskUs India Pvt Ltd**

**Oct 2022 – July 2023**

- Customer Service
- Handling Customer Life Cycle
- Handling Dasher
- Ticket generation
- Problem Solving

**Shuttl (SuperHighway Labs Pvt Ltd)****May 2018 – April 2020****Senior Executive**

- Customer retention through phone calls, Email, What's App, Face to Face meetings
- Handling customer life cycle
- What's app sales
- Participate in the growth of company through customer retention
- Preparing sales report
- Weekly Dashboard
- Training Coordination
- Arrangement of Training sessions (Classroom and On Route)
- Manage end to end Training schedules
- Distribution of Complaint tickets to the concerned team members
- Taking estimations of new joiners and Refresher's training from Supply Chain and Plan Accordingly
- Prepare training materials

**Nector BPO****May 2014 – May 2018****Customer Sales Executive**

- Generating sales through calls
- Client Handling
- Customer handling
- Customer Retention
- Upselling
- Promoted as an ATL handling team 20 Agents.
- Making Daily Sales Reports

**Extra Activity**

- Developing Websites in WordPress panel and installing a plugin according to the customer requirement.
- Deliver the project to ensure Website Traffic with SEO.
- Worked on SEO, SMO along with Google Adword Panel for Existing Clients.
- Worked on Google Adword campaign for the Existing clients
- Taking care on daily basis PPC and PPR and also working on competitor websites so my client get the relevant searches and website should be on No1 Google rank with the help of relevant keywords.
- Handled multiple Google Adword (MLM) account in a month to generate the revenue from the existing clients.

**WORK EXPERIENCE**

- Website Designer in word press platform.
- Searching a word press themes on Google Platform according to the customer requirement.
- Done SEO for website with the help of relevant keywords and targeting the websites on different social media platforms like (Facebook, Twitter, and LinkedIn) and many more free websites.
- Done with the SMO with existing clients like making a new Campaign in Google Adword Panel, targeting the keywords according to the budget, mark the PPC depend on client budget, Targeting the relevant keywords to different locations as well, Working on negative keywords as well.
- Making a Dynamic website with the help of word press platform while using different Plugins so customer get more attractive with the website work.
- Using different plugins for SEO as well where customer see the website in 1 month on 1st page of Google with the help of relevant keywords.

## **PROJECT DETAILS**

### **• Project I**

Client	Medical Tourism Company
Duration	1 Year
Project URL	<a href="http://www.curemed.com">http://www.curemed.com</a>

### **• Project II**

Client	E-commerce platform
Duration	9 Month
Project URL	<a href="http://www.bagonet.com/">http://www.bagonet.com/</a> ,
Project Description	<ul style="list-style-type: none"><li>- This is E-commerce platform first I Designed the website and then did SEO for 6 Months</li><li>- Bagonet –This website into Bags product based website in which they provide different kind of Bags you can order it online.</li></ul>
Role	Project Engineer
Team Size	2
Language	Word press Platform
Contribution	<ul style="list-style-type: none"><li>• Worked on dynamic forms and included the mailing process through php mailer.</li><li>• Included client side and server side validation on forms.</li><li>• Involved in development and database design.</li><li>• Involved in maintenance of the site.</li></ul>
Environment	Linux

### **• Project III**

Client	Bus Services Tourism
Duration	6 Month
Project URL	<a href="http://www.Delhidarshan.com/">http://www.Delhidarshan.com/</a>
Project Description	<ul style="list-style-type: none"><li>- This is Word press platform only done SEO for 6 Months aand along with quite minor changes into the website according to the customer requirement.</li><li>- Delhidarshan.com –This website into Tourism based website in which they provide different kind of Bus services like Delhi darshan booking a bus for out of delhi as well.</li></ul>
Role	Project Engineer
Team Size	2
Language	Search Engine Optimization
Contribution	<ul style="list-style-type: none"><li>• Worked on SEO Part.</li><li>• Socialize the website on different portals.</li><li>• Providing Keywords so website get the good search results and client get the business</li><li>• Involved in maintenance of the site.</li></ul>
Environment	Linux

### **• Project IV**

Client	Blog and supporting culture
Duration	2 Month
Project URL	<a href="http://vevven.com/">http://vevven.com/</a>

Project Description	<ul style="list-style-type: none"> <li>- Design the website in word press platform and delivered the work in 2 months only.</li> <li>- Dynamic website with Video maker</li> <li>- Client can change home page video according to requirement.</li> <li>- Providing relevant keywords to the client with the help of Google Adword and Rank Tracker</li> </ul>
Role	Project Engineer
Team Size	1
Language	Dynamic website in Word press platform
Contribution	<ul style="list-style-type: none"> <li>• Worked on designing a website.</li> <li>• Socialize the website on Facebook and Twitter account.</li> <li>• Providing Keywords so website get the good search results and client get the business</li> <li>• Involved in maintenance of the site.</li> </ul>
Environment	Linux

## COMPUTER SKILLS

- MS Office Tools : MS office, MS word, MS Excel, Basic computers.
- Operating systems: Windows XP, Windows 10.
- Website Designer in word press platform
- Knowledge for Google Ad words
- Done SEO Training

## ACADEMIC PROFILE:

- Graduate from Delhi University (School of Open Learning).
- 12<sup>th</sup> Pass from IGNOU.
- 10<sup>th</sup> Pass from CBSE Board.

## PERSONAL DETAILS

**NAME** : Gurpreet Singh  
**FATHERS NAME** : Daljeet Singh  
**DATE OF BIRTH** : 29-07-1988  
**GENDER** : Male.  
**MARITAL STATUS** : Married.  
**LANGUAGES KNOWN** : English, Hindi, and Punjabi.  
**HOBBIES** : Listening Music.

## DECLARATION

I hereby declare that the above information is true to the best of my knowledge.

Place: Punjab

Signature

Date:

[Gurpreet Singh]