

SURAJ SAHU

DIGITAL MARKETING INTERN

INTRODUCTION

An enthusiastic digital marketer and an Amazon Trained Ecommerce Specialist (ATES). Have good understanding of driving website traffic, lead generation and conversions through digital marketing methods.

Looking forward for an opportunity to start my career in digital marketing.

CONTACT INFO

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Email:

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ResidenceAddress E-1/14 nand nagri Delhi -110093

Linkdin profile: https://www.linkedin.com/in/suraj-sahu-7a68321a9

CORE COMPETENCIES

SERACH ENGINE OPTIMIZATION

Have good understanding of all on page & off page optimisation to rank web pages in search engines.

Worked on internal assignments and live projects for Company name. Created 50 backlinks for undermentioned pages.

Reference page url: https://surajsahu88.com/

GOOGLE ADS

Very well versed with Google ads to drive

highly targeted traffic to drive conversions.

Good with concepts like

- Google search ads campaign creation
- Keyword research with Google Keyword planner tool
- Bids optimisation
- Conversion tracking set up
- retargeting campaign set up
- Display ads campaigns.
- Youtube ads campaign
- Shopping campaign

TOOLS USED

- Google keyword planner
- Yoast tool for seo
- Uber suggest
- Semplish
- Ahrefs
- Mailchime
- Fimora
- Canva
- Wordpress
- Woocommerce
- Google Analytics
- Buffer

SOCIAL MEDIA OPIMISATION AND

MARKETING

- Can create and manage engaging content for social media platforms, like Facebook, Instagram, Twitter and Linkdin.
- Have good understanding of Paid sponsored ads on Facebook and Instagram.
- Have created and worked on social media platform for company and achieved 500+ liked in 3 days.

EMAIL MARKETING AUTOMATION

Very good knowledge of Email marketing concepts.

Can set up and manage automated email campaigns.

- Deep understanding of inbox delivery
- Can create highly engaging email campaigns as per different marketing stages/ funnels. Created automated email marketing campaign for my website/ company website.

LEAD GENERATION AND LANDING PAGE CREATION

Can manage and create lead pages with wordpress and wix platforms.

RELEVANT HOBBIES OR SKILLS (OPTIONAL)

- Video creation
- Blog Writing
- ReadingDigital Marketing Articles

OTHER INFORMATION

D.O.B - 20/01/1999

Father's Name: Shri Devendra kumai

Mother's Name : Sharda

Gender : Male

Marital Status : Unmarried

Languages known : Hindi , English

CERTIFICATIONS

- Google search ads
- Google display ads
- Google shopping ads
- Google mobile ads
- Google video marketing
- Google ads measurement
- Google analytics certification
- SemRush SEO certification
- Youtube Channel Growth
- Microsoft Bing ads
- Hubspot email marketing certification
- Amazon Trained Ecommerce Specialist Certification

QUALIFICATION

- Draughtsman civil completed from ITI Shadhara in.2021
- 12th passout completed from CBSE Board .2016
- 10th passout completed from CBSE Board .2014