**Tarun Mittal**

Mobile No. +91-7838646265, 9411691826

[tarunmittal.seo1@gmail.com](mailto:tarunmittal.seo1@gmail.com)

**DIGITAL MARKETING PROFESSIONAL WITH 8+ YEARS OF EXPERIENCE**

***(Currently assignment with EAR India Overseas Pharma as Digital Marketing Freelancer Consultant)***

***Export Marketing ⬥ Digital Marketing ⬥ Promotional Activities ⬥ Strategic Planning ⬥ Internet Marketing ⬥ Team Management ⬥ E-Marketing ⬥ Business Development***

**Professional Attributes**

* Excellent techno-commercial skills, with thorough knowledge different marketing techniques and new business development management skills.
* Adept in conducting extensive market research to analyse and assess market potential, tracking market trends for providing valuable inputs to fine-tune marketing strategies.
* Recognized for taking on initiatives, coordinating, planning & implementing promotion strategies as a part of brand building & product development effort.
* Profession style characterized by a focus on discipline, prioritization, and keeping focus on mission critical objectives of securing key clients and increasing product visibility.

**DIGITAL MEDIA EXPERTISE:**

* **International Marketing –** Regulatory Affairs: Initiate the business development activities in the ASEAN, CIS, LATIN AMERICAN, SADC, COMESA Middle Eastern countries.
* **SEO** –Working knowledge of Keyword Research and Analysis, On page & Off Page Optimization, Content Opt, URL Opt, Local Listing, Site Map, Search Engine Indexing, Link Building and SEO Reporting
* **Social Media Marketing** – Facebook, Twitter, LinkedIn and YouTube marketing strategies, Corporate Blogging, Online reputation management and monitoring, Content Strategy & Marketing.
* **Web Analytics** – To analyze website traffic, revenue, pages/session, bounce rate, study the user experiences and behavior on the website and making changes accordingly.
* **Website Content Testing:** Good knowledge of set up A/B and multivariate experiments in Google Website Optimizer.
* **Website Management** – To review and manage the quality of content, creative, user friendly.
* **Strategic Planning** - Establishing own goals and of the team to match corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
* **Influencer Marketing** - Useful to connect with the social media audience and blog reader audience, two types of influencer marketing - social-media marketing and content marketing.

**TECHNICAL AND DOMAIN SPECIFIC SKILLS:**

* Web Design – Adobe Photoshop, HTML, CSS and JavaScript, Dreamweaver
* SEO – Ad Planner, SEM Rush, Google Webmaster Tool, Google Analytics
* Web Analytics – Google Analytics, Google insights, SEM Rush
* Social Media – Facebook insights, Instagram for business, Wordpress & Blogger for Blogging, Tumbler, Pinterest for business, Youtube Channels.

**PROFESSIONAL EXPERIENCE:**

* Worked with **EAR India Overseas (Pharmaceutical, FMCG Industry)** Gurgaon as Digital Marketing – Freelancer Consultant , since April 2020
* Worked with **Superb Enterprises Pvt. Ltd** (Legal & Travel Industry) Delhi as Digital Marketing - Team Leader , since June 2019 to April 2020
* Worked with **Affy Pharma Pvt. Ltd.** (Pharmaceutical Industry) Delhi-NCR (Ghaziabad) as Digital Marketing Manager, since Nov 2017 to May 2019.
* Worked with **Ligo Intertrade Pvt. Ltd.** (E-commerce Industry)Delhi as Sr. Digital Marketing Executive, since May 2017 to Oct 2017.
* Worked with **Credihealth Pvt. Ltd.** (Medical Tourism Industry) Gurgaon as Digital Marketing Executive, since April 2015 to April 2017.
* Worked with **Pro Data Doctor Pvt. Ltd**. (Software Industry) Ghaziabad as Sr. SEO Executive, since Jan 2012 to April 2015.



**WORK Profile:**

**Superb Enterprises Pvt. Ltd.**  superbenterprisesindia.com, SuperbMyTrip.com as Digital Marketing - Team Leader (Since June 2019)

As a key marketing executive, responsible for complete Marketing and Branding activities across World and implemented Market promotional activities for various products, product launches, product segmentation and product branding and Online Marketing.

**Reporting Authority**: Managing Director

**Products:** MEA Doc Attestation, Embassy Attestation, Holiday Packages, Tour and Travels

1. ***Online Marketing Strategies for website Traffic growth***
   1. Responsible for managing online branding, communication and campaigns through the websites, search engine optimization, search engine marketing, social media marketing and email marketing.
   2. Creating the quarterly online advertising and marking plan to achieve the marketing and business objectives as per the overall metrics.
   3. Set up and carry out SEO (Search Engine Optimization) strategy, including meta-tags, keyword research, Page Naming, Heading Tags (H1 and H2), Image Optimization, Navigation, Breadcrumb and Content Optimization.
   4. Responsible for improving the design, usability, content and conversion points of the company website and for the promotion and growth of the company’s web properties.
   5. Optimize through testing different target audiences, ad texts, graphics, landing pages, bidding strategies, etc.
   6. Link building and local business profile creation.
   7. Generated, submitted and tracked XML sitemap files
   8. Optimized sites and profile pages for local search, Google Places
   9. Research & develop keywords to attract more traffic to the website, Uses the tools like word tracker, Google Keyword Suggestion tool, Keyword Discovery.
   10. Manage Off page search engine optimization team of two.
   11. Coordinating with web designer and IT team.
   12. Manage agency relationships and responsibilities.
   13. Manage website in Google and Bing Webmaster Tools.
   14. Develop social media strategy for Facebook and twitter, YouTube etc. with analytics tracking.
   15. Using social media for launching a new product, creating and posting stories and case studies on regular intervals to ensure the brand presence.
2. ***Website Analysis***
   1. Set up and configure the Web Analytics code with website and online marketing campaigns.
   2. To analyze website traffic, revenue, pages/session, bounce rate, etc.
   3. To study the user experience and behavior on the website and making changes accordingly.
   4. To increase registered users, repeat visitors, and pages/session of the site and to decrease the bounce rate of the site by planning on how to send users deep into the website.
3. ***Competition analysis:*** 
   1. Analyzing the competitor’s promotional strategies, keywords, pages, advertisers and much more

**Affy Pharma Pvt. Ltd.** www.AffyPharma.Com as Digital Marketing Manager (Since Nov 2017 to May 2019)

**Reporting Authority:** Director & Managing Director

**Products:** Generic Medicines, OTC, Cosmetic, Oncology Product and more.

* Lead/Enquiry generate for export and domestic marketing through online marketing.
* Search for new potential Market and look for distributors and dealers in the ASEAN, CIS, LATIN AMERICAN, SADC and COMESA Middle Eastern countries.
* Ensure fulfilling the requirements of the distributors in various markets.
* Analyze the weekly and monthly reports and their working pattern to implement further strategies.
* Organize data from the countries for future decisions and easy analysis of the market.
* Coordination with various departments like Regulatory Affairs, Product Development, Planning, logistics and finance to ensure timely execution of requirements.
* Conducting primary and secondary market research related to products, market potential, price and registration regulations etc.
* Promotional material availability and finalization of promotional material for a consignment.
* Replying answers to the queries of new international/domestic clients for registration and other.
* Increased the number of customers, referrals and retention through online & offline activities.
* Accountable for designing and maintaining website design & operation, website contents and email marketing campaigns, company marketing & promotional materials both in print & electronic form.

**Education**

**QUALIFICATION Institute / University Date Grade**  MCA MIET, Meerut (U.P.T.U, Lucknow) 2012 1stDivision

B.Sc D.N College (CCS University, Meerut) 2009 1stDivision

12TH K.K Inter College, U.P BOARD 2006 2nd Division

10TH K.K Inter College, U.P BOARD 2003 3rdDivision

**Training and Certificate:**

* Certificate in computer basic course
* Certificate in C & JAVA
* Certificate in web designing course

**PERSONAL DETAILS**

Father : Pramod Mittal

Date of Birth : 20 Apr 1989

Nationality : Indian

Gender : Male

Marital Status : Married

Current Address : Plot-312 Sarswati Kunj II, Sector 53, Gurugram - 122001

Permanent Address : 682/75, Jwala Nagar, Baghpat Road, Meerut (U.P) – 250002

Language : Hindi, English, Punjabi, Gujarati, Haryanvi

Declaration:

I hereby declare that all the information given above is true To the best of my knowledge.

Date:……………..

Place:……………. (Tarun Mittal)