



digitaldmkaruna@gmail.com



+91-8130100111



New Delhi, India

EDUCATION

MCA : IGNOU

New Delhi, India : 2009

KARUNA KANT

Digital Marketing Consultant

PROFESSIONAL SUMMARY

Experienced and certified **Digital Marketing Consultant** with **12+ years** of expertise in SEO, Social Media Marketing, and Lead Generation through Paid Ads (Facebook and Google AdWords). I am eager to leverage my skills in digital marketing, project management, and data analysis to drive growth and success for a forward-thinking organizations. Throughout my career, I have successfully worked with a diverse range of clients, both in India and overseas, in the IT sector.

DIGITAL PRESENCE

- <https://wa.me/+918130100111>
- <https://dmkarunakant.github.io/profile/>
- <https://www.linkedin.com/in/karunakantm/>

TECHNICAL SKILLS

SEO Tools & Techniques : On-page & Off-page SEO, Technical SEO Audits, Competitor Analysis, Keyword Research, Google Search Console, Google Analytics, SEMrush, Ahrefs

Content & Social Media Management: Social Media Strategy, Content Planning & Creation, Hootsuite, Buffer, Content Optimization

Website Optimization: Site Speed Optimization, Mobile-Friendly Design, Conversion Rate Optimization (CRO), Landing Page Optimization

Email Marketing: Manual Email Marketing, Mailchimp etc.

Paid Ads Campaign Management: Facebook Ads, Google Ads (AdWords), LinkedIn Ads, Campaign Optimization, A/B Testing, Conversion Tracking, Budget Management

Data Analysis & Reporting: Google Analytics, Excel (Advanced), Data Visualization, Reporting & Dashboard Creation, ROI & KPI Analysis

Key Skills: MS Office (Word, Excel), Google Sheets, Canva (Image & Video Editing), WordPress, Shopify, HTML (Basic Knowledge) Technical Website Audit

AI Tools & Technologies: ChatGPT, Surfer SEO, Clearscope, Gamma etc.

CERTIFICATIONS

December 2007 : 2 Year's Diploma in Computer Science (CMC Ltd.)

August 2009 : .NET Certification

WORK HISTORY

Stamens Software Pvt. Ltd. – Digital Marketing Consultant, Noida, India

February 2022 - Current

- Developed and implemented effective SEO, Social Media, and Digital Marketing strategies in collaboration with the team.
- Coordinated with the content writing and social media teams to improve brand visibility and engagement.
- Managed client communications, overseeing team management and implementing SEO strategies for client projects.
- Assisted the team with keyword analysis, technical SEO audits, and the implementation of SEO best practices to improve organic search rankings and drive targeted traffic.
- Strategy Development | Project Management | Performance Tracking & Reporting | Team & Client Communication | Content & On-Page SEO Coordination | Off-Page SEO & Link Building Strategy

E3 Software Services – SEO Project Manager, Noida, India

July 2019 – January 2022

- Working on In-house project SEO (SEO On-Page & SEO Off-Page).
- Stayed updated with the latest digital marketing trends and SEO best practices to enhance overall strategy effectiveness.
- Off-Page SEO & Link Building Strategy
- Performance Tracking & Reporting

Bluethink IT Consulting Pvt. Ltd - SEO Project Manager, Noida, India

September 2014 - June 2019

- Led and executed SEO projects, ensuring effective and result-oriented performance aligned with client objectives.
- Guided the team on on-page and off-page SEO strategies, meeting SEO targets for client websites.
- Developed and implemented plans for off-page SEO activities, focusing on high-quality backlink building.
- Managed communication with overseas clients, providing regular updates and ensuring client satisfaction.
- Conducted keyword analysis, technical SEO audits, and performance tracking to improve organic rankings and drive traffic.

Profit by Search Pvt. Ltd. - SEO Professional

August 2012 - August 2014

- Managed SEO on-page optimization, including keyword placement, Meta tags, and content enhancements to improve search rankings.
- Executed off-page SEO activities like link building, directory submissions, and article submissions to boost website traffic.
- Collaborated with the content writing team to optimize keywords and ensure high-quality, SEO-friendly content.
- Created and scheduled engaging social media posts to enhance brand visibility and audience engagement.

DIGITAL MARKETING PROJECTS

ItsMyCostume: To increase website ranking and traffic on Google, performed SEO, Social Media, and PPC work. Keywords: Kids costumes on rent, Spiderman dress for kids, Subhash Chandra Bose costume, dress for kids, freedom fighters dress.

Camden Tools Ltd: Increased traffic and product sales in European countries with SEO and PPC services in the UK. Keywords: Buy plumbing tools online, buy plumbing tools, plumbing tools and equipment USA.

Yadav Solutions: Aimed to increase website ranking in the USA. Keywords: Local Law 87 Firm, Energy Audit NYC, Local Law 87 Firm New York.

List of successful SEO, SMO, and Google Ads Projects:

- <https://itsmycostume.com/>
- <https://jmtinterior.com/>
- <https://stamenssoftware.com/>
- <https://bluethinkinc.com/>
- <https://profitbysearch.com/>
- <https://homeallurecreative.com/>
- <https://www.auskeepercleaning.com.au/>

Achievements as Digital Marketer

- Achieved top rankings for 20 keywords for an Australian client Steve.
- Received positive Video feedback for quality work from UK Client.
- Successfully grew a Software Development startup to a mid-sized company.
- Demonstrated strong leadership and team management skills, inspiring and motivating team members to achieve goals.

KARUNA KANT

DIGITAL MARKETING EXPERT