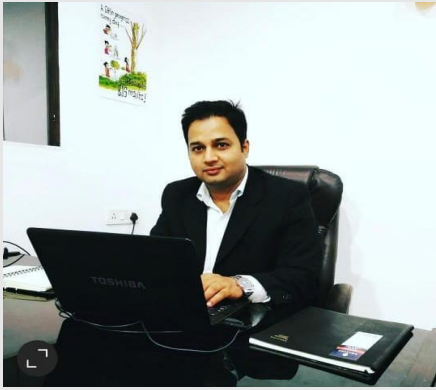


RESUME



Karuna Kant – SEO, SMO and PPC

As a Digital Marketing Manager - I worked for India and overseas clients. Handle SEO, Social Media Team with result oriented work. Communicate with Clients and update them work progress. Targeted Business Development skill makes my profile different from other.

Known for doing best SEO and Social Media for clients.

- SEO Services
- Social Media Marketing
- Google AdWords (PPC)
- Local Business Listing

CURRENT LOCATION

Delhi/NCR, - New Delhi

TOP SKILLS

DM Tools: Google Analytics, Search Console, Semrush, Ahrefs, Google Trends, Page Speed Insights, Screaming Frog, Woo Rank, Slack etc

Database: SQL-Server

Reporting Tools: Basecamp, JIRA.

Front-end: HTML, HTML5

CMS: Word Press,

HOBBIES

- Research on Internet
- Playing Cricket
- Reading Books
-

KARUNA KANT: 8130-100-111

Digital Marketing Manager

14.3 years' Experience

Location of working clients - India | USA | UK | Australia | Canada | Dubai, Germany | France | Netherlands | Ireland | Singapore etc.

HIGHEST EDUCATION

Master in Computer Application (MCA) with First Division in New Delhi.

2 Year's Diploma in computer science from CMC Pvt. Ltd with **74% Marks**.

WORK EXPERIENCE

STAMENS SOFTWARE PVT. LTD. || **Duration:** 05th April 2021 – Present

Designation: Digital Marketing Manager

Current Job Responsibilities:

- To developing and implementing effective SEO, Social Media and Digital Marketing strategies along with team.
- To manage ROI based SEO and PPC campaign independently.
- Coordinating content, design, and social media, pay-per-click (PPC) marketing and other activities with respective team on day to day basis
- Responsible to communicate with clients, team, and management on strategy/project development, timelines, and results for any of SEO and SEM Projects.
- To keep pace with SEO, Search Engine Algorithm, Search Engine Marketing, social media and internet marketing industry trends and development.
- Familiar with Reporting Tools: Basecamp and JIRA, CMS
- Helping Team for best Keyword research and implement SEO best practices to improve organic search rankings and drive targeted traffic.
- To work in a collaborative environment, take team calls and provide work progress report to the Project Lead.

Bluethink IT Consulting Pvt. Ltd | **Duration:** 01st Sep 2014 to 10th June 2019

Designation: Digital Marketing Manager

- Work under Google Guideline for website improvement and generate higher ranking and traffic.
- Managed multiple projects for high profile clients, Reviewed project budgets and resolved discrepancies, requirements gathering, oversaw project teams and client deliverables.
- Creating and managing lead generation strategy for Client's Websites. (Through SEO & PPC Work).

Profit by Search Pvt. Ltd. Digital Marketing Agency | **Duration:** 20 Aug 2012 – Aug 2014

Designation: Sr. SEO Professional (Team Lead)

- SEO audits, keyword research, building links, web analytics, SEOtools -Google Analytics, Google Search Console, SEMrush Develop and implement SEO strategies, understanding of search engine algorithms and ranking factors, marketing and promoting content

Synapse India - CMM Level III Company || **Duration:** Feb 2010 – July 2012

Designation: SEO Executive

- Off-page activities for overseas SEO Projects. (All type of Submission work for getting traffic & Ranking).
- On-page SEO for website (Title, Meta Description and Keywords Research).

1. ItsMyCostume

Requirement: To increase website Ranking and Traffic

Service - SEO, Social Media & PPC

Tools/Technology: Word press

Client Location: India

URL: <https://itsmycostume.com/>

Keywords: Kids costumes on Rent, Spiderman dress for kids, Subhash Chandra Bose Costume, dress for kids, Freedom Fighters Dress

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

2. Camden Tools Ltd – UK

Requirement: Traffic and Product Sales in European country

Service – SEO & PPC Services in UK

Tools/Technology: Magneto 2.0

Client Location: London, UK

URL: <https://www.camdentools.com/>

Keywords: buy plumbing tools online, buy plumbing tools, Plumbing Tools and Equipment USA

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

3. Yadav Solutions

Requirement: To increase website Ranking and Traffic

Service – SEO Services

Tools/Technology: Wordpress

Client Location: USA

Url: <https://yadavsolutions.com/>

Keywords: Local Law 87 Firm, Energy Audit NYC, Local Law 87 Firm New York

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

4. Top Local Trainer

Requirement: To increase website Ranking and Traffic

Service - SEO, Social Media & PPC

Tools/Technology: Word press

Client Location: London, UK

URL: <https://www.toplocaltrainer.co.uk>

Keywords: Local Trainer in UK, Top Local Trainer, Personal Trainer in London, Best Personal Trainer in London

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

5. Fabfashionz:

Requirement: To increase website Ranking and Traffic

Service - SEO, Social Media & PPC

Tools/Technology: Word press

Client Location: Bangalore, India

URL: <https://fabfashionz.com/>

Keywords: Buy Kanchipuram Contrast Saree, buy silk sarees online Bangalore, Top Kanchipuram Silk Sarees For Wedding

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

6. UtsavFashion:

Requirement: To increase website Ranking and Traffic

Service - SEO, Social Media & PPC

Tools/Technology: .Net Technology

Client Location: India

Url: <https://utsavfashion.com/>

Keywords: utsav fashion sarees, Wedding bridal sarees, Buy Lehenga Style Sarees Online

My Responsibilities:

- Website analysis SEO Technical SEO Report
- SEO On-Page and Off-page, Google Ads, Social Media Marketing
- Website Development works with the team of Development to make website SEO Friendly.

ACHIVEMENT WHILE WORKING IN COMPANY

- Employee of the month in Synapse Communications / Synapse India.
- 3 Times employee of the month in Bluethink IT Consulting Pvt. Ltd.
- While working for Australian clients "Steve" and get top ranking for all 30 Keywords. He was happy and given **7 SEO New Projects**.
- Got many time's positive feedback from overseas clients for quality work.
- Got surprise gift from my client on the occasion of Christmas.
- Grew successful Software Development Startup from zero to a mid-sized company.

Here are some other website on which I worked:

<p>E-commerce Website: https://ezshopit.com/ https://ezglobalshopping.com/ https://gogrolocal.in/ https://www.camdentools.com/ https://itsmycostume.com/</p> <p>Software Company https://tgaystechnology.com/ https://bluethinkinc.com/ https://profitbysearch.com/ https://www.synapseindia.com/</p> <p>Interior Design Company https://jmtinterior.com/ https://homeallurecreative.com/</p>	<p>News/Media: https://citytehelka.in/</p> <p>Tour & Travel: https://www.boltontravel.com/</p> <p>Finance: https://worthmetrix.com/</p> <p>Corporate/SAP Company: https://tlabsys.com/ www.rediansoftware.com</p> <p>Cleaning Services https://www.auskeepercleaning.com.au/</p>
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PERSONAL INFORMATION

Mobile/ WhatsApp	:	+91-8130100111
Sex	:	Male/Married
Nationality/Religion	:	Indian/Hindu
Languages known	:	Hindi/English/
Skype IM	:	karunakant99
Hobbies	:	Reading books, Teaching, Playing Cricket
Address	:	Sant Nagar, Delhi

Place: New Delhi
06-Jan-2025

KARUNA KANT