

## Curriculum Vitae

### **SHILPI SINGHAL**

W/O Mr.Anurag Singhal

G - 196, Beta-II

Greater Noida (U.P.)

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### **Objective:**

I am seeking a position to utilize my skills and abilities in the digital marketing profession that offers professional growth while being resourceful, Innovative & flexible and intend to build a career with leading corporate of hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential & willing to work as a key player in challenging & creative environment.

### **Technical Skills:**

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|  | <ul style="list-style-type: none"> <li>• Google Adwords Certified Partner &amp; Microsoft Bing Ads Accredited Professional</li> <li>• Bing Webmaster &amp; Bing Ad Campaigns</li> <li>• Google Adwords &amp; Google Shopping Ads</li> <li>• SEO - On Page Optimization &amp; Off Page Promotion</li> <li>• Social Media Promotion &amp; Facebook Ads</li> <li>• Google Webmaster &amp; Google Analytics</li> <li>• Selling on eBay, Amazon, Snapdeal, Flipkart, Shopclues</li> <li>• Amazon Sponsor Ads</li> </ul> |
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- Experience Summary:** 5 years

Company	Designation	Duration
Eden Logix Pvt Ltd	Sr. Digital Marketing Officer	January 2014- Present
SEO Land Inc.	SEO Executive	July 2013- December 2013
Digital Web Solutions	SEO Analyst	August 2011 – June 2013

- Experience Details:** 2.7 years

<b>Organization</b>	Eden Logix Pvt Ltd
<b>Role</b>	Sr. Digital Marketing Officer
<b>Period</b>	January 2014- Present
<b>Skills Using</b>	SEO (On Page & Off Page), Social Media Promotion, Content Marketing, Google Webmasters, Google Analytics, Google Adwords, Google Merchant, Bing Webmaster, Bing Ads, Facebook Ads, Selling on Flipkart, Snapdeal, eBay & Amazon, Amazon Sponsor Ads, Training to Teammates
<b>Responsibility Description</b>	<ul style="list-style-type: none"> <li>• Competitor Research &amp; Analysis</li> <li>• Keyword Research and Analysis</li> <li>• On Page Optimization of E-commerce websites</li> <li>• Off Page Promotion of Websites</li> <li>• Social Media Promotion and Facebook Ads</li> <li>• Google Webmasters, Reporting Issues and Fixing Errors</li> </ul>

	<ul style="list-style-type: none"> <li>• Keyword Research</li> <li>• Competitor Research &amp; Analysis</li> <li>• Google Analytics Reports</li> <li>• Google Text Ads, Merchant Listings (Shopping Ads) and Bing Ads</li> <li>• Product Listings, Account &amp; Inventory Management on Various E-Commerce Portals</li> <li>• Content Creation with Spinning Tools</li> <li>• Newsletter Creation &amp; Email Marketing Campaigns</li> </ul>
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**Experience Details:** 0.6 years

<b>Organization</b>	SEO Land Inc.
<b>Role</b>	SEO Executive
<b>Period</b>	July 2013 - December 2013
<b>Skills Using</b>	SEO - Off Page Promotion and On Page Optimization, Online Reputation Management
<b>Responsibility Description</b>	<ul style="list-style-type: none"> <li>• Off Page Promotion and On Page Optimization of Websites</li> <li>• Social Media Promotion</li> <li>• Online Reputation Management</li> </ul>

**Experience Details:** 1.11 years

<b>Organization</b>	Digital Web Solutions
<b>Role</b>	SEO Analyst
<b>Period</b>	August 2011 – June 2013
<b>Skills Using</b>	SEO - Off Page Promotions
<b>Responsibility Description</b>	<ul style="list-style-type: none"> <li>• SEO - Off Page Promotion of Websites viz. Directory Submission, Classified Ads Posting, Profile Creation, Article Submission, Blog Create and post, Forum Comments, Forum Management, PPT &amp; PDF Submissions, Blog Comments, CSS Submission, Coupon Submission, YouTube Optimization, Description Writing, Info graphic Creation &amp; Submission, Writing Title &amp; Meta Tags, Keyword Research, Business Listing</li> <li>• Competitor Analysis</li> <li>• Google Local Optimization</li> </ul>

#### **Certifications:**

<b>Qualification</b>	<b>Institute</b>	<b>University</b>	<b>Passing Year</b>	<b>Marks Scored</b>
Google Shopping	Google Adwords	Google	2016	84%
Bing Ads Accreditation	Bing / Yahoo	MSN Ad Center	2016	86%
SEO Certification	Ducat, Greater Noida	Ducat Institute	2011	A+

#### **Academics:**

<b>Qualification</b>	<b>School / College</b>	<b>Board</b>	<b>Passing Year</b>	<b>Marks Scored</b>
MBA	Amity Distance Learning, Noida	Amity	2014	75%
M.A.	AKP Degree College, Hapur	C.C.S. University Meerut	2005	56%
B.A.	AKP Degree College, Hapur	C.C.S. University Meerut	2003	62%
Intermediate	AKP Inter College, Hapur	UP Board, Allahabad	2000	56%
High School	L.N. Public School, Hapur	CBSE Board, Delhi	1998	53%

**Technical Skills:**

HTML, Window 98, 2000 & XP, MS-Word, MS-Excel

**Tools Used:**

Google Webmasters, Google Analytics, Google Keyword Planner, SEMRush, Screaming Frog, Scrape Box, Majestic SEO, Chimpewriter, The Best Spinner, Hootsuite, Keyword Spy, Crowd Search Me, SEO Moz

**Personal Details:**

<b>Date of Birth</b>	15th November, 1983
<b>Father's Name</b>	Mr. Harish Chand Bansal
<b>Nationality</b>	Indian
<b>Gender</b>	Female
<b>Marital Status</b>	Married
<b>Languages</b>	Hindi, English
<b>Hobbies</b>	Listening Music, Internet Surfing
<b>Address</b>	G – 196, Beta – 2, Gr. Noida
<b>Location</b>	Greater Noida
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**Key Strength:**

- ❖ Hard Working
- ❖ Dynamic, Energetic & Sincere
- ❖ Positive Thinking & Attitude
- ❖ Desire to learn & enrich my knowledge
- ❖ Friendly Nature with Teammates & Colleagues

**DECLARATION:** I assure you excellence that the information given above is true to best of my belief and that I shall satisfy by my hard work, dedication co-operation sincerity attaining organization goals.

I hereby solemnly declare that the information furnished above is true to the best of my knowledge and belief.

Date:

Place:

(Shilpi Singhal)