

Curriculum Vitae

SHILPI SINGHAL

W/O Mr. Anurag Singhal

G - 196, Beta-II

Greater Noida (U.P.)

Mob. : 07838371081

E-mail: shilpi.singhal2007@gmail.com

Linkedin Profile: <https://www.linkedin.com/in/shilpi-singhal-8022052b>

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:

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

Organization	Eden Logix Pvt Ltd
Role	Sr. Digital Marketing Officer
Period	January 2014- Present
Skills Using	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
Responsibility Description	<ul style="list-style-type: none">• Competitor Research & Analysis• Keyword Research and Analysis• On Page Optimization of E-commerce websites• Off Page Promotion of Websites• Social Media Promotion and Facebook Ads• Google Webmasters, Reporting Issues and Fixing Errors

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

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

Experience Details: 1.11 years

Organization	Digital Web Solutions
Role	SEO Analyst
Period	August 2011 – June 2013
Skills Using	SEO - Off Page Promotions
Responsibility Description	<ul style="list-style-type: none"> • 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 & PDF Submissions, Blog Comments, CSS Submission, Coupon Submission, YouTube Optimization, Description Writing, Info graphic Creation & Submission, Writing Title & Meta Tags, Keyword Research, Business Listing • Competitor Analysis • Google Local Optimization

Certifications:

Qualification	Institute	University	Passing Year	Marks Scored
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:

Qualification	School / College	Board	Passing Year	Marks Scored
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:

Date of Birth	15th November, 1983
Father's Name	Mr. Harish Chand Bansal
Nationality	Indian
Gender	Female
Marital Status	Married
Languages	Hindi, English
Hobbies	Listening Music, Internet Surfing
Address	G – 196, Beta – 2, Gr. Noida
Location	Greater Noida
Contact No.	07838371081
Email Id	shilpi.singhal2007@gmail.com

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 and 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)