

# Sanjay Maurya

Digital Marketing- SEO SMO ORM, Ads Executive at Yatharthriti IT Services Private Limited

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## **Professional Summary**

I'm a digital marketer and SEO expert with over 5 years of experience. I've helped businesses in the IT manufacturing and selling sectors grow by boosting website traffic and sales through SEO, Google Adwords, and social media marketing. My specialties include e-commerce marketing and brand building. I stay updated with the latest digital marketing trends and always bring a positive attitude and teamwork to every project.

## **Career Objective:**

I'm a highly motivated Internet Marketing Strategist with 5 + years of experience seeking a challenging role to leverage SEO, SMO, ORM ads, and social media expertise to drive brand awareness and online sales growth. Thrives in a collaborative environment and brings a data-driven approach to achieve measurable results.

## **Key Areas and Strength**

- Self-motivated, with a strong sense of personal responsibility.
- Good interpersonal and communication skills.
- Always dedicated towards any task assigned and can't rest unless find the solution to the problem.

## **Professional Experience**

**[My Role – Digital Marketing Professional | Yatharthriti IT Services Pvt Ltd]**

**[April 2021- Currently Working]**

During my time at Yatharthriti, I worked in inside sales where I successfully generated leads and converted them into projects on a monthly basis. I employed various techniques including social media, LinkedIn, email marketing, WhatsApp marketing, content marketing, and social media posting in various groups to generate leads.

- **SEO, SMO, ORM Management:**
  - Overseeing SEO, SMO, and ORM activities for enhanced online visibility.
- **On-Page Optimization:**
  - Conducting website analysis and implementation.
  - Optimizing Title & Meta Tags, Web Page Naming, and Blog.
  - Enhancing website content, Alt & Anchor Tag Optimization, and Header Elements.
  - Performing Keyword Research & Analysis and overall website optimization.
  - Setting up Robots.txt, Sitemap.xml Google Analytics, and Webmaster accounts.
- **Off-Page Optimization:**
  - Engaging in profile creation, blog submission, and commenting.
  - Generating traffic through classified ads, PDFs, and blogs.
  - Submitting articles and press releases.
  - Managing business listings for increased online presence.
- **SMO Activities:**
  - Creating and managing Facebook and Twitter accounts.
  - Generating engaging video content and creating video pages.
  - Establishing LinkedIn and Instagram pages.

- Increasing likes and followers, ensuring post engagements.
- Contributing to overall traffic generation.

- **PPC Knowledge:**

- Proficient in PPC (Pay-Per-Click) strategies, contributing to targeted advertising campaigns and conversion optimization

### **Working Projects:**

- Currently engaged in promoting and optimizing websites for various keywords as part of ongoing projects:

- **Yatharthriti.com**

Implementing comprehensive SEO and increased traffic and SMO strategies for increased visibility and generating leads from the website and running ads.

- **Parkashoffset.com**

Conducting targeted optimization to enhance online presence and keyword rankings.

- **Shadematters.com.au**

Executing strategic digital marketing efforts to boost visibility & ranking maintain in the Australian market.

- **Sahilgraphics.com**

Managing SEO and SMO activities to improve online performance and keyword rankings.

### **Digital Marketing Skills:**

1. SEO (Search Engine Optimization):
2. SMO (Social Media Optimization):
3. ORM (Online Reputation Management):
4. Content Marketing:
5. PPC (Pay-Per-Click):
6. Analytics and Google Search console
7. Local SEO:
8. E-commerce Marketing:
9. Email Marketing
10. inside sales

### **Technical Skills:**

1. Website Implementation:
2. Google Tools:

3. Content optimization
4. Backlink Strategies:
5. Competitor Analysis:
6. Website Health Check:
7. Monitor Technical SEO Changes
8. Canonicalization issue checking
9. URL Structure
10. Google Tag manager

### **Professional Previous Company Experience**

#### **1. Dean InfoTech Pvt Ltd (Sr SEO Executive Jan-2018 to March 2020):**

- Advanced role involving on-page and off-page optimization.
- Specialized in website analysis, content optimization, and technical setup.
- Led social media optimization (SMO) efforts on platforms like Facebook, Twitter, and LinkedIn.
- Successfully managed diverse SEO and SMO.

#### **2. ELgroup International Pvt Ltd (SEO Executive - May 2016 to Jan-2017):**

- Conducted on-page and off-page SEO activities.
- Managed website analysis, implementation, and optimization.
- Oversaw technical aspects like Robots.txt and Google Analytics.
- Executed off-page strategies, including profile creation and content submissions.

### **Knowledge of SEO & Web Analytics Tools**

- Google analytics, GA4, Google Search Console, keywordtool.io, seositecheckup, woorank, Xenu's Link
- Sleuth, screaming frog, Google Keyword Planner, SEMRush SEO Quake, Chat GPT, Google bard.

### **Professional and Educational qualification**

- Complete Graduation from D.U.
- Bachelor of Arts
- Higher Secondary with C.B.S.E Board.
- Secondary with C.B.S.E Board.

### **Contact Details:**

- Language Proficiency: Hindi, English
- Personal Details
- Sex: Male
- Nationality: Indian
- Marital Status: Married