

Vijay Kumar Singh

Doing SEM for last 7+ Years

Mob. - +91 999-089-9539

Email:- vksingh3103@gmail.com



Skills

- Marketing Strategy
- Performance Marketing
- Project Management
- Data Analysis
- Media Planning
- Campaign Management
- Account Management
- Team Management

Tools

- Google Ads
- Facebook Ads
- HubSpot & Salesforce
- LinkedIn Ads
- Google Analytic & Hotjar
- Google Data Studio
- Google Tag Manager
- Microsoft Excel

Working Exp. in Company

Employer: - Adventus.io (SAAS)

Nov-2021 – Present

Location: - Delhi, India

Position: – SEM Manager

Job Description: -

- Responsible for Performance, Planning, Strategies & Result.
- Handle & own all the campaigns & projects.
- Create marketing strategies for all the projects.
- Media planning for all the campaigns & projects.
- Analysis, optimization, Insight & Reporting.

Employer: - Career Darshan Education Pvt. Ltd. (Edu. Agency)

Feb-2020 – Oct-2021

Location: - NCR, India

Position: – SEM Manager

Job Description: -

- Handle and manage the PPC team.
- Media Plans according to the business objectives.
- Marketing strategies for new launches & for on goings campaigns.
- Keed optimized the campaign & strategies to increase the performance.

Employer: - Interactive Avenues (Digital Agency)

Feb-2019 – Jan-2020

Location: - Gurgaon, Haryana, India

Position: – Assistant Account Manager SEM

Job Description: -

- Managed PPC team on various projects.
- Create media plans & strategies to meet the client's objectives.
- Analysis the data from various possible sources & optimization accordingly.
- Perform keyword research & develop effective matches to increase performance.
- Tracking & developing attainable goals & viable strategies for increasing traffic.
- Employ tactics for reducing unwanted clicks & tracking results with detailed attention to ROI & budget.
- Use Automation in reporting & campaign optimization.
- Stayed up to date on industry best practices & adjusted guidelines accordingly.
- Deliver weekly & monthly search performance reports to Brand partners & clients.

Employer: - Envigo Marketing Pvt. Ltd. (Digital Agency)

Oct-2017 – Feb 2019

Location: - Gurgaon, Haryana, India

Position: - SEM Analyst

Job Description: -

- Implementation & execution of bulk campaigns including Search, Display, Shopping & Video campaigns
- Keyword analysis, analyze search volume & make recommendations to clients.
- Media buying & Media planning for Existing, Launch & Pre-Launch Brands, products & services.

- Stayed up to date on industry best practices & adjusted guidelines accordingly.
- Deliver weekly & monthly search performance reports to Brand partners & clients
- Manage multiple simultaneous projects & numerous websites.

Earlier Employer: Digital Payout. (Digital Agency)

Sep 2015 – Sep 2017

Location: - Delhi, India

Position: - Digital Marketing Executive & Sr. Executive

Job Description: -

- Perform keyword research & write effective PPC ads to match client goals.
- Generating maximum leads/conversions within the designated budget.
- Creating Gmail Ads, Light box Ads, Video Ads & PLA Ads.
- Improve Quality Score & lower CPC for all the projects.
- Data analysis & deliver monthly reporting.
- Optimizing & Planning PPC strategy.

Industry & Brand

- | | |
|-------------------------------------|---|
| • Oberoi Hotels & Resorts | • Ashiana Homes Pvt. Ltd. (Real Estate) |
| • ITC Hotels (Luxury Hotels) | • Kapoor Watches (Luxury Watch) |
| • Trident Hotels | • Global Desi |
| • Welcom Hotel Groups | • Chandigarh University |
| • Seawings (Flight sightseen Dubai) | • Narsee Monjee University |
| • Fortune Hotels | • Sunstone eduversity |
| • Edu. Tech | • SAAS, Auto, Service etc |

Certification

- | | |
|----------------------|--------------------|
| • Google Search Ads | • Google Analytics |
| • Google Display Ads | • Bing Ads |
| • Google Video Ads | • Facebook Ads |

Education

- | | |
|-------------|---|
| 61% | MBA – Marketing
<i>Jaipur National University, Jaipur, Rajasthan</i> |
| 67% | Bachelor of Science
<i>SunRise University, Alwar, Rajasthan</i> |
| 62% | 12th (PCM) -BSEB
<i>D.N Yadav College, Shiloundha, Kaimur, Bihar</i> |
| 70 % | 10th Class - CBSE
<i>D.A.V Public School Ratwar, Kaimur, Bihar</i> |