

Chandan Kumar

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CAREER OBJECTIVE:

Seeking for a challenging position and strive for excellence with dedication, proactive approach, positive attitude, and passion towards the work that will fully utilize my creative and reasoning abilities in the best possible way for the fulfillment of organizational goals. Willing to work as a key player in a challenging and creative environment.

PROFESSIONAL EXPERIENCE:

Overall **12+** years of experience in Sales & Digital Marketing and **8+** years of experience in Digital Marketing Industry. Currently working with American Technology Consulting as Senior Digital Marketing Manager. Worked with various clients across the US, UK, Canada, Australia, Malaysia, and India. Managing SMM and PPC campaigns for driving traffic, improving brand presence, and Lead generation. Monitoring SEO activities and identifies areas of improvement to make website/web applications more popular in major search engines.

WORK EXPERIENCE:

Currently working for “**American Technology Consulting (ATC)**” as
“**Sr. Digital Marketer**” from **June 2022** to till date

- Planning & Executing Strategic Online Marketing Campaigns. Co-Ordinating with Design & Development Teams to Build User-Friendly Sites & Landing Pages for Better Conversion Rate Optimization (CRO)
- Research, create, integrate, test, and recommend a strategy for Keywords, Creative (Ad Texts), and various landing pages to maximize results
- In-depth competitor analysis of respective accounts, their competition, good and bad performing keywords, and future forecasting for accounts performance
- Expertise in lead generation using various Digital Marketing tactics
- Managing Social Media Campaigns with respective social media calendar
- Manage Search/Display/Discovery campaigns on a daily basis
- Enhancing PPC campaigns by adding keywords (New, Negative & Referrer keywords) on a regular basis for better performance
- Managing YouTube Campaigns on regular basis and making necessary changes
- Hands-on experience on CRMs like HubSpot and Salesforce, and knowledge of GA4 & Tag Manager
- Maintain quality of work undertaken/assigned to team members as per industry standards
- Have knowledge of Online Reputation Management

Worked for “**Miles Education**” as
“**Sr. Digital Marketing Manager**” from **June 2016 to May 2022**

- Strong knowledge of website development techniques, SEO tools, and coordination with the IT team for Digital Marketing related updates
- Managing Email, SMS, and Voice SMS Campaigns for Each Webinars / Batch Start with respect to each quarter's plan
- Managing and monitoring team activities on a daily basis
- Managing PPC campaigns on a regular basis for better performance
- Managing Video Campaigns on regular basis and making necessary changes
- Managed a team of 12 people and monitor them on daily basis with their regular work updates
- Building SEO Strategy and Execution Planning to improve organic web traffic
- Working on Google Analytics / Google Webmasters on a weekly basis for SEO updates
- Keep up to date with current SEO strategies and algorithm changes
- Expertise in lead generation using various Digital Marketing tactics
- Competitor analysis of respective accounts, their competition, good and bad performing keywords, and future forecasting for accounts performance
- Managing Zoom accounts and schedules with respect to the online master classes
- Co-ordinate with the recording team for Voice SMS Campaigns
- Work closely with the Video editing team for video marketing shoots/edits etc.

Worked for “**Aapta Solutions**” as “**Digital Marketing Manager**” from
Aug 2014 to May 2016

- Having Good knowledge of HTML, CSS, and WordPress
- Generate leads for all portals with a 90% success rate with respect to ROI
- Referring to Domain and keywords analysis
- Good knowledge of promoting the sites through social media, blogs, and any other relevant platforms
- Identify and measure key performance metrics for user behavior and marketing effectiveness (user growth, engagement, abandonment, campaign ROI, segmentation)
- Competitor Analysis in terms of pricing, page design, content, search engine positions, and on page aspects along with reporting errors in the websites
- Define, track, and report on key business metrics and customer behaviors such as user behavior patterns, site flows, and traffic patterns to drive customer-centric
- Ability to manage the team and meet deadlines for Multiple Projects
- Regular campaign management on a day-to-day basis, which includes strategic & dynamic bidding.
- Complete understanding of SEO works (both On-page and Off-page)

- Keep a regular track of budgets for AdWords accounts
- Regular Team Interaction with the team about the Design/Content/Strategy of the project
- Constructing monthly, weekly, and daily & forecast reports for clients
- Improving website usability & navigation for best results
- Handling SEO, Social Media Marketing, and advertising
- Handling End to End Social Media channels like Facebook, Twitter, Pinterest, LinkedIn, etc.

Worked for “**Exide Life (ING Life Insurance)**” as **Assistant Sales Manager** from **Jan 2013 – July 2014**

- Recruiting High profile / Influential advisors
- Driving and pitching them for sales
- Visiting for Joint calls for closures
- Motivational meeting with advisors to achieve their monthly targets
- Handled Corporate and Individual Sales
- Contribute to Company’s growth by achieving yearly targets
- Training for new associates with respect to each batch
- Goal settings for new advisors

Worked for “**HDFC Life**” as a **Sales Development Manager** from **Jan 2010 – Sep 2011**

- Creating prospects for sale closures
- Recruiting Sales and Marketing advisors
- Achieving yearly targets
- Joint calls with Branch Managers
- Inbound and Outbound Sales
- Submitting weekly sales reports
- Coordinating incentive structures

HONOURS:

- Glad to be part of Miles Owners Club with ESOPS
- Received Target Achievers Certificate from Exide Life for the Topper in Branch
- Selected to GOA trip in GO GOA Contest

EDUCATIONAL BACKGROUND:

- LLB from Pendekanti Law College, Osmania University
- Master of Arts from S.V. University in Telugu Literature
- P.G. Diploma in Criminology & Forensic Science from Annamalai University
- Bachelor of Arts from Dr. Ambedkar University
- Diploma in Electronics & Communication Engineering from Y.S.R.R. Loyola Polytechnic College
- S.S.C. from Chaitanya Bharathi English Medium High School

STRENGTHS:

- Smart working Nature with Good Research Skills
- Analytical and Problem-Solving Skills
- Positive attitude in facing new challenges and Enthusiastic for teamwork
- A constant learner and keen observer
- Ability to work both independently and in a team environment up to the Expectations

PERSONAL PROFILE:

Father's Name	: A. Anand Kumar
Marital Status	: Married
Nationality	: Indian
Date of Birth	: 14-July-1982
Languages Known	: English, Hindi, and Telugu

DECLARATION:

I hereby declare that the above written particulars are true and correct to the best of my knowledge. And if given an opportunity to serve your organization I assure you that I will do to your fullest satisfaction.

Chandan Kumar. A
Hyderabad