



VINNI MITTAL

Proven track record in academics, digital marketing, technical skills, and multiple projects. Looking forward for a position in an organization of repute in the field of Digital Marketing.

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Key Skills

SEO

Digital Marketing

Email Marketing

Client Engagement

Communication & Presentation

Content Strategy and marketing

Conversion Rate Optimization

Time Management

Lead Generation

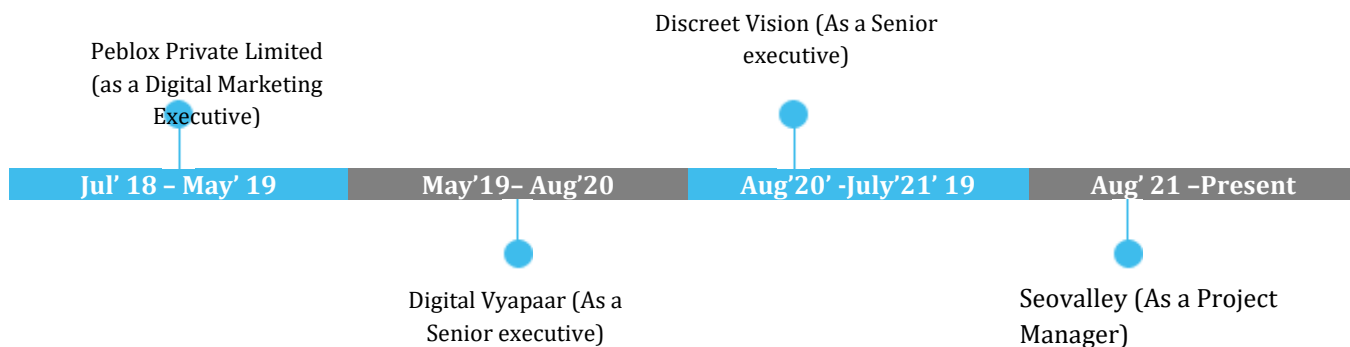
Profile Summary

- **Proven strong academic background** with consistent approach towards learnings throughout each phase of professional and personal life.
- **Focused in continuous learning and development** through various online learning platforms and courses and a craving to look out for upgrades.
- **A forward focused performance-driven professional** experienced in marketing strategies, techniques & methodologies into user-friendly solutions that helps in timely delivery of projects with high success rate.
- **Groomed with knowledge, Diversified skills and versatility** which helps in overall management of projects and team.

Education and Certifications:

- Pursuing: Various Marketing Courses upgrades through online learnings.
- 2018: Google Analytics certification
- 2018: Google Ads fundamentals and other digital marketing certification
- 2018: Diploma in Digital Marketing from Trulabz Technologies
- 2015: B.Tech (CSE) from GITM Bilaspur, Kurukshetra University with 76%
- 2011: 12th from HBSE board with 84%
- 2009: 10th From HBSE board with 79%

Career Timeline (latest 4)



Soft Skills



Communicator



Thinker



Innovator



Intuitive



Collaborator

IT Skills

- WordPress, Shopify & Magento
- Semrush, Google Analytics, Webmaster
- SEO(Ecommerce, Technical, local seo)
- Microsoft Office Suite
- Excel
- Canva



Learning and Development:

Since Aug'21 with SEOVALLEY as Project Manager

Key Responsibilities:

- Responsible for end to end On page and OFF Page SEO activities for the assigned Clients.
- Responsible for smooth communication with client for digital marketing project progress.
- Responsible for google analytics: website traffic and website revenue analysis for the assigned clients.
- Responsible for Social media marketing and effective run of social media campaigns.
- Responsible for Email Marketing for the targeted audience.
- Responsible for handling clients google my business page.
- Responsible for Daily and Weekly reporting to Client.
- Responsible for Analysis and prepare weekly and monthly report for work executed, revenue and website traffic.
- Responsible for attending client's queries and close these queries up to satisfaction of clients. Dealing with sales team.
- Responsible for SEO strategic decisions and submit a roadmap to increase the traffic and revenue.
- Responsible for handling a team and ensure the effective utilization of required man hours on Project.
- Responsible for Coordination with Content team, graphic team and sales team to ensure the quality, efficient work.
- Excellent communication skills for collaborating with cross-functional teams and educating stakeholders on SEO best practices and benefits.
- Proficient in utilizing tools such as Google Analytics, SEMrush, Screaming frog, and Moz for performance tracking and reporting.
- Skilled in implementing conversion rate optimization (CRO) strategies to improve website usability and increase conversion rates.
- Proficient in developing and executing content marketing strategies to drive brand awareness, engagement, and lead generation.
- Exceptional client communication skills, adept at understanding client needs, building rapport, and maintaining positive relationships throughout the sales process.
- Skilled in resolving conflicts and addressing challenges promptly, promoting a positive and solution-oriented approach within the sales team.
- Responsible for handling with b2b and b2c clients.

Personal Details

Date of Birth : 8th July 1993
Languages Proficiency : English & Hindi.
Permanent Address : #1222/4, Ismailabad, District Kurukshetra, Haryana – 136129
Current Address : # K6/15 Vatika india next, Sector 82, Gurugaon - 122002

Functional Skills

