



KAMAL SINGH

SEO ASSOCIATE TEAM LEAD

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Jaipur, Rajasthan 302006



PROFILE ME

Determined and result-driven Digital Marketing Professional with 05 years of experience. Attributed my achievements so far to my analytical skills, expertise in developing corporate, marketing eye for detail, and strategies that boost brand visibility & salience.

EXPERIENCE

06/2024 - Current

Interview Kickstart
Bengaluru, Karnataka

SEO CONSULTANT

- Keyword Research to website
- On-Page Optimization
- Link-Building, Link-Exchange
- Competitor Content & backlinks Research
- Cordinate with Content Writers

01/2020 -06/2024

Devstringx Technologies
Noida, Up

SEO ASSOCIATE TEAM LEAD

SEO: Keyword research and SEO strategy. Performed a combination of both on-page and off-page activities for better SERP positions. Local SEO, Guest posting, Broken Link-building, Coordinating with bloggers

Google Ads: Plan and manage paid campaigns on Google. Achieved the company's milestone by generating leads through search ads.

Social Media: Research the most suited platforms, create profiles on the same, and drive branding and acquisition efforts using platform-specific best practices, hacks, and techniques. Also, design social media strategy that increased the firm's reach

Content Marketing: Design and direct content development for websites, social media platforms, and landing pages. Creative Lead: Execute content UI, UX, and text plus media content to drive traffic targeting researched audience.

Decision-Making for New Strategies: Perform ROI analysis and report all data findings, as well as identify strategies - both short term and long term, for continual growth.

Tools: Worked On Various Free and Paid Tools

- Google Analytics
- Google Search Console
- Google Keyword Planner
- Google Tag Manager
- Ahrefs
- Semrush
- Canva

Other:

- Designed banner images for website blogs
- Coordinating with Content writers & developers
- Designed proposal for the client's
- Coordinate with developers & content writers

06/2019 - 12/2019

E Global Soft Solutions
South Delhi, Delhi

SEO EXECUTIVE

Responsible for all Off-Page and On-Page Activities

Off-Page Activities- Profile Creation, Directory Submission, Forum, Social Book Marking Classifieds, Business listing, Web2.0, etc

- Analyzed website performance and effectively practiced SEO optimization, increasing web traffic
- Created innovative digital animations using Canva
- Developed and implemented architectures for web applications

05/2018 - 06/2019

Expand Hotels
Jaipur, Rajasthan

SOCIAL MEDIA EXECUTIVE

Key Responsibilities

- Plan social media calendar for 15-20 hotels
- Designed posts for social media platforms
- Scheduled social media posts using Hootsuite, optimizing reach and maximizing community engagement
- Connect with influencers for cross-marketing
- Developing engaging social media strategies
- Managing social media platforms of the organization
- Scheduling social media posts
- Engaging followers with regular company updates
- Creating brand awareness
- Analyzing social media trends
- Coordinating with other team members

EDUCATION

2014 -2017

S.S. Jain Subodh P.G College
Jaipur, Raj.

BACHELOR IN SCIENCE (BIO)

I completed my bachelor degree from Subhod College

- Botany
- Zoology
- Chemistry

2012 - 2014

Rawat & Choudhary School
Jaipur, Raj

INTERMEDIATE CLASS & HIGH CLASS

I completed intermediate & High classes at Rawat and Choudhary School from 2012 - 2014

- Biology
- Chemistry
- Physics

SKILLS

On-Page SEO



Off-Page SEO



Social Media



Google Analytics



Search Console



Keyword Research



HTML/CSS



Technical SEO



Wordpress [CMS]



Content Marketing



Search Ads



Graphic Design



Proposal Design



Video Editing



CERTIFICATION

- Google Ads
- RSCIT

OTHERS

- Google My Business, Local SEO
- Excel, Word, Powerpoint
- Canva, Kinemaster
- Ahrefs Semrush, Moz
- Analytics, Console, Tag Manager, Keyword Planner