

# Surendra Kumar

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## Summary

A dedicated Digital Marketing Specialist holding a Bachelor of Science (CBZ) (2023). Began my career with an SEO internship at Parceldeck and advanced to positions as a Digital Marketing Executive at Crystal Casa and a Digital Marketing Specialist at Interiofy. Skilled in SEO, PPC, social media management, and analytics tools such as Google Analytics and SEMrush, I focus on achieving tangible results in online growth and engagement. .

## Education

**Jai Narain Vyas University, Jodhpur** July 2020 – June 2023  
Bachelor of Science (CBZ)

## Experience

**Digital Marketing Specialist**, Interiofy Decoration Design and Fitout Co. LLC – March 2024 – February 2025  
Dubai

- Conducted keyword research and implemented SEO strategies to improve organic search rankings.
- Developed PPC campaigns on Google Ads, optimizing ad spend and increasing ROI by 30%.
- Managed and scheduled engaging content across Instagram, Facebook, LinkedIn, and Twitter.
- Created SEO-friendly blog posts and marketing content, boosting website traffic by 40%.
- Designed and optimized landing pages, generating a 40% increase in leads.
- Tracked performance metrics using Google Analytics and Search Console, providing actionable insights.

**Search Engine Optimization Specialist**, Crystal Casa Glass & Aluminum Works February 2024 – January 2025  
LLC – Dubai

- Conduct keyword research and implement SEO strategies to improve organic search rankings
- Optimize website content, meta tags, and structure for better search engine visibility.
- Develop and execute content marketing strategies, including blog posts, articles, and website copy.
- Manage and grow social media channels through organic engagement and community building.
- Create and schedule high-quality, engaging social media content.
- Design graphics for social media posts and marketing materials.
- Monitor social media trends and audience insights to optimize content strategy.
- Implement link-building strategies to improve domain authority and organic traffic.
- Analyze website and social media performance using tools like Google Analytics and Search Console.
- Develop and execute email marketing campaigns for audience engagement and lead nurturing.
- Stay updated on the latest organic digital marketing trends and algorithm updates

**Search Engine Optimization Executive**, Crystal Casa Glass & Aluminum Works January 2023 – February 2024  
LLC – Dubai

- Develop and implement digital marketing strategies to enhance brand presence
- Conduct keyword research and optimize website content for SEO.
- Manage and execute social media marketing strategies across platforms.
- Create engaging content and graphics for social media and marketing campaigns.
- Design graphics for social media posts, ads, and marketing materials.
- Plan and execute paid advertising campaigns on Google Ads and social media
- Monitor website performance using Google Analytics and Search Console.
- Develop and implement email marketing campaigns for lead nurturing.

- Item Monitor website performance using Google Analytics and Search Console.
- Collaborate with designers and content creators for multimedia marketing
- Stay updated on the latest digital marketing trends and tools.

#### **Search Engine Optimization Intern, Parceldeck – Jaipur**

May 2022 – November 2022

- Assisted in SEO implementation by conducting keyword research, optimizing website content, and monitoring performance, leading to a 15% increase in search engine traffic.
- Managed social media platforms, creating and scheduling engaging posts that boosted audience engagement by 20%.
- Utilized tools like **Google Analytics**, **Google Search Console**, and **SEMrush** to track website performance and provide actionable insights.
- Supported the creation of SEO-friendly blog posts and articles to enhance content visibility and drive organic traffic.
- Collaborated with the design team to create visually appealing graphics for social media campaigns.
- Conducted competitor analysis to identify trends and opportunities for improvement in SEO strategies.

#### **Certifications**

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- **Digital Marketing** – HubSpot
- **Search Engine Optimization** – SEMrush

#### **Technical Skills**

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- **SEO Tools:** – Google Analytics, SEMrush, Google Search Console
- **Marketing Skills:** – PPC Campaigns, Social Media Management, Email Marketing
- **Content Creation :** – Blog Writing, Graphic Design, Landing Page Design
- **Software:** – Google Analytics, SEMrush, Google Search Console, Ahrefs, Moz Pro, Adobe Photoshop, Canva, Meta, Hootsuite, Google Ads Buffer, Sprout Social, Mailchimp, HubSpot, WordPress, Elementor, Wix, Squarespace.

#### **Languages**

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- **English:** – Professional Proficiency
- **Hindi:** – Native Proficiency