




SENTILONG OZUKUM

 [Sentilong Ozukum](#)

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PROFILE SUMMARY

As having 6 months working experience in Digital Marketing, I aim to secure a challenging role where I can use my strong interpersonal skills to contribute to the company's goals, with a focus on enhancing the company's growth. Seeking a responsible position to gain practical experience and refine my skills in the industry.

TECHNICAL SKILLS

- SEO
 - On Page, Off Page and Technical
- Social Media Marketing
- Website Designing (CMS)
- Content Writing
- Email Marketing
- Google Ads
- HTML
- CSS (Basic)
- Java (Basic)
- Website Functional Testing

TOOLS

- Google Search Console
 - Semrush
 - Google Anylatics
 - Page Speed Insights
 - Pingdom
 - Chat GPT
 - Canva
 - Mailchimp
 - Google ads Manager
 - Facebook ads Manager
 - MS Excel & Word
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EDUCATION

Progressive Digital Marketing – 2023 – 2024

Streamlyn Academy

Diploma in Computer Application – 2023

Institute of IT Education

HSSLC – 2018 – 2020

Chumukedima Government Higher Secondary School

CERTIFICATION

- Backlink Management
- SEO Principles
- Navigating On-Page and Technical SEO

WORK EXPERIENCE

Digital Marketing Executive – Hunter A/V Technologies (2024)

- Managed and optimized Google Ads and Meta Ads campaigns to drive targeted traffic and improve ROI, focusing on lead generation and conversions.
 - Conducted keyword research and audience analysis to develop effective PPC and SEO strategies, enhancing both paid and organic search performance.
 - Implemented on-page SEO techniques, including meta tags, headings, and internal linking, to improve website visibility and search rankings.
 - Developed and executed lead generation campaigns, optimizing landing pages and ad creatives for maximum conversions across both Google Ads and Meta Ads.
 - Monitored SEO and PPC performance, using tools like Google Analytics, SEMrush, and Google Search Console to track metrics such as CTR, CPC, and keyword rankings.
 - Collaborated on link-building strategies and kept up-to-date with search engine algorithms, adjusting campaigns and SEO efforts to maintain optimal performance.
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SEO Executive – Fluxio Solution (2024 – Till date)

- Conducted keyword research to identify high-value search terms, optimizing website content for both SEO and user engagement.
- Implemented on-page SEO strategies, including meta tags, headings, internal linking, and URL structure to improve website visibility and rankings.
- Performed technical SEO audits and website testing (e.g., checking website speed, forms, download buttons, and link functionality) to identify and resolve issues, enhancing overall user experience.
- Developed and executed content strategies, ensuring high-quality, keyword-optimized content that meets SEO best practices and business goals.
- Monitored and analyzed website performance using Google Analytics, Google Search Console, and SEMrush, making data-driven adjustments to SEO and site functionality.
- Collaborated on link-building strategies and conducted cross-browser and device testing to ensure seamless website performance across all platforms and improve domain authority.