

Naimur Rahman Khan

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DOB – 01/01/1983

EXPERIENCE

06/2016 – Present Digital Marketing Manager

New Delhi, India

Company: Service Equipment Company

- Devise and implement both strategic and tactical digital marketing plans.
- Creates and implements integrated digital marketing campaigns as planned.
- Set and execute strategies for search & display campaigns in Google Ads & Bing Ads.
- Manage and launch campaigns across multiple search, display, social, email and content marketing networks.
- Administer all business marketing campaigns and advertisement campaigns that eventually generate increase in web traffic.
- Create social paid strategy, which includes high performing campaigns.
- Continually monitoring organic search rankings to increase traffic & sales.
- Analysis & Keywords research for all SEO & Organic Searches.
- Perform analysis on websites utilizing Google Analytics to improve traffic.
- Develop web site architecture and determine hardware and software requirements
- Manage all admin panels & FTP details of WordPress & other websites.
- Co-ordinate multidisciplinary teams to develop web site graphics, content, capacity and interactivity.
- Create daily and weekly reports detailing accounts and campaigns performance.

12/2015– 6/2016 Digital Marketing Head

Noida, India

- Design campaigns to promote products.
- Google AdWords – Google AdWords campaign management
- Bing Ad – Bing Ads campaign management
- Manage all social media marketing strategies (SMM)
- Facebook Ad – Facebook Ad campaign management
- Email campaigns – Email ads campaign for mail chimp & others
- Continually monitoring organic search rankings to increase traffic & sales.
- Manage & guide in web design work of landing pages
- Manage WordPress websites & Admin Panel.

02/2014 – 12/2015 SEO Team Lead

Ghaziabad, India

- Planning & research to drive traffic on websites.
- Continually monitoring organic search rankings to increase traffic & sales.
- Keyword research, implementation of keywords on web pages
- Handling all social media activities like face book, twitter, LinkedIn, Google+ & Pinterest.

- Manage & guide in web design work of websites & landing pages
- Google AdWords – Google AdWords campaign management
- Consult with clients to develop and document web site requirements

04/2012– 02/2014 Sr. Search Engine Optimizer

New Delhi, India

- Keyword research, implementation of keywords on web pages
- Title, meta keywords, description, robots meta tag, header tag and alt tag implementation
- Robots.txt, Sitemap.xml Installation
- Canonical URL and Friendly URL Implementation
- Continually monitoring organic search rankings to increase traffic & sales
- Off Page Optimization - directory submission, book marking, article submission, press release submission, blog creation, posting & submission.
- Social media id creations & manage.
- Basic HTML & Java Script Coding

06/2010– 01/2012 Sr. Search Engine Optimizer

Noida, India

- Continually monitoring organic search rankings to increase traffic & sales
- Implementation of On-page & Off-page Strategies
- Title, Meta Keywords, Description, Robots Meta Tag, Header Tag and Alt Tag Implementation.
- All off page activities like directory submission, book marking, article submission, press release submission, blog creation, posting & submission & classified posting.
- Local Listing (google my business).
- Keyword research, implementation of keywords on web pages.
- Analysis of Google Analytics & Webmaster tool.
- Facebook account creation, page creation & posting

04/2009 – 06/2010 Search Engine Optimizer

Noida, India

- Off Page Optimization - directory submission, book marking, article submission, press release submission, blog creation, posting & submission.

Education

Punjab Technical University, Punjab, India Master's Degree in Information Technology (MSc.IT)

Skills

Google Ad Certification	Google Ads Remarketing Pixel	Microsoft Office
Google Analytics Tool	Facebook Remarketing Pixel	Content Creation
Google Search Console	Social Media	Advanced knowledge of

Google AdSense

Basic PHP, WordPress & HTML

Digital Trends

Highly motivated with a strong work ethic.

Understanding of key industry metrics (CTR, CPC, CVR, etc.) and variables (Quality Score)

Capable of being highly flexible and able to deal with change.

Languages Known – English, Hindi, Urdu, Deutsche (A2 Level)