

ADDRESS

GHAZIABAD, U.P

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ABHAY PRATAP SINGH



EXPERIENCE

Manager Web & Graphics
Value Prospect Consulting
2019 may '15 - Present



Website Development /Updation, Graphics Designing

Managed and optimized companies website. Developed expertise in preparing mailing campaigns for the engaging audience to register over seminars and webinars conducting by the company for their clients. Building graphics for regular posting over social media platforms.

– Managing Digital Marketing Team:

- Reviewing Keyword analysis done by the team.
- Implementing keywords over onpage.
- Building required graphics as per the content calendar.
- Building strategies for digital marketing.

– Managing websites of the company:

- www.anytechventures.com developed from scratch.
- www.valueprospect.in developed from scratch in 7 days.
- www.value-prospect.com developed from scratch.
- www.lemonkart.com ecommerce website for the company.

– Graphics Development:

- Creating graphics for advertisement over facebook, Instagram, linkedin etc.
- Graphical videos for youtube as well as banners and standi designs.

– Application Development on Laravel PHP:

- Online food ordering application for restaurants.
- An application from which you can order while sitting at restaurant table.
- Complete checkout with item editing from the cart.
- Admin panel for menu editing and images uploadation.
- Signup and signin for the customer.
- Order status like pending completed and rejection with highlight.
- One main admin panel to manage the customers of the company.
- Payment gateway implementation

– Coding languages know:

- HTML
- JAVA
- CSS
- PHP
- PHP LARAVEL
- AJAX.
- BOOTSTRAP
- MYSQL
- JQuery
- HTML 5

IT Team Manager
Algolize
2016, June '20 - 2019
Apr '10

Adwords and Remarketing

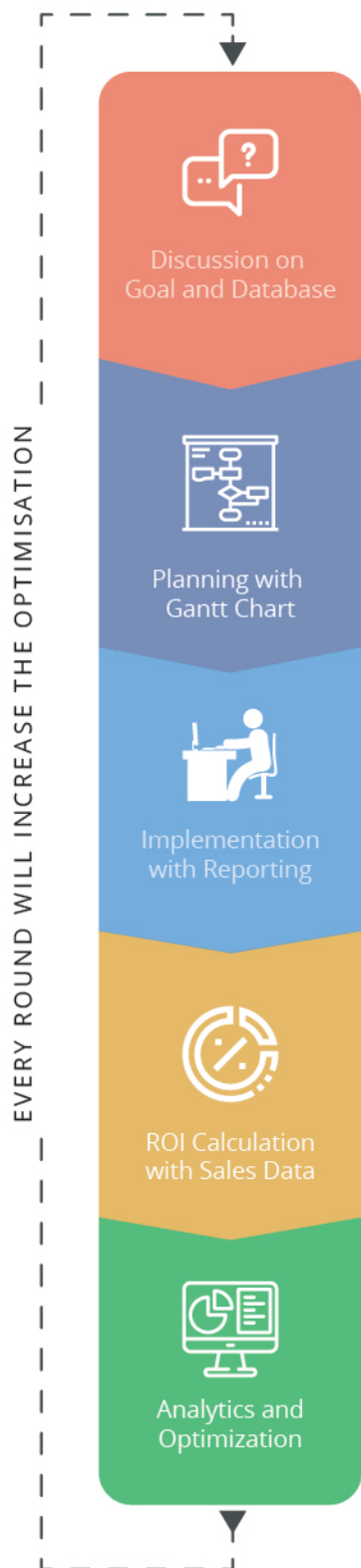
Managed and optimized Google Adwords account of companies from multiple industries. Developed expertise in preparing re-marketing campaigns for the engaging audience and getting leads from Facebook and Instagram. Experienced in optimizing paid ads in Bing.

- Ilaiyaraaja (Famous musician and Guru of A. R. Rahman) Event Marketing (U.S.)
 - \$8000 Budget for AdWords for 2 months.
 - \$2000 Budget for Facebook for 2 months.
 - Coupons and time-limit offer ads via Facebook.
 - Google Display Ads.
- Ebooks2go - A Book Publishing Company (U.S.)
 - Facebook Marketing based on location and interested.
 - Researched and had a great experience of US audience.
 - Adjusted the account according to the location for max ROI.
 - \$2000 Monthly budget on AdWord and 500\$ for Facebook and Instagram.
- 2 Packers and Movers Company (INDIA)
 - Divided and maintained 50+ campaign based on services and location.
 - Decreased CPC up-to 50% by achieving 7+ quality scores for 99% keywords.
 - Adjusted the account according to the season of the audience location.
 - 150+ Ad groups in a single account for maximum optimization.
- PACTRU - Aggregator Business Model - Start up company (INDIA)
 - Developed 50+ campaign based on services and location.
 - Facebook video ads and image ads specially for the metro audience.
 - Optimised the landing page for maximum result.
 - 120+ Adgroups divided on the bases of location and devices.
- Globaxx - An Import - Export Company (INDIA)
 - Socially designed facebook ads audience for B2B business model.
 - Adword account setup on B2B keywords between U.S. and India.

Search Engine Optimization

Personally handled site optimization of three major websites. Analyzed web traffic and suggested areas of improvement. Designed multiple dashboards for Social media management, monitoring search engine effectiveness, Adwords performance, campaign measurement, monthly analysis etc. This lead to a 45% increase in organic web traffic by editing the content, setting more relevant to the keywords. Below are some areas of SEO on which I have a personal experience of more than 5 years:

- **On - Page**
Title, description, meta-tags, content editing, page speed optimization, page linking and rectifying errors like alt tag missing, description over written, title tag repeated or over length.
- **Off - Page**
Competitor back-link research, back-link building, Quora/Yahoo answer, classified entry, forum entries and URL submissions.
- **Analytics**
SERPs keyword ranking, Google webmaster and analytics reporting. Using tools like Moz, Alexa and Seoprofiler for more analytics and research.



OTHER EXPERTISE



HTML



CSS



TWITTER



NEWS-LETTER



WORDPRESS



AD-SENSE



GOOGLE PLUS



YOUTUBE



PHOTOSHOP



ILLUSTRATOR

EDUCATION

B.TECH
2012 - 2016

Uttarakhand Technical University, Dehradun

B.Tech

Relevant Courses:

Computer Programing, Probability and Statistics, Linear Algebra, Calculus.

LLB
2018 - Pursuing

Inmanntech College of law. Ghaziabad

LLB. 3Years

Specialization:

Cyber law and jurisdiction.

Intermediate
2010 - 2012

Ryan International School. Ghaziabad

HIGH SCHOOL
2008 - 2010

Ryan International School. Ghaziabad

EXTRA-CURRICULAR

- Developed biogenx.org, a Joomla platform based website for biotechnology branch of college. The project includes developing the website and training the junior students who will be the next admin. The website mainly includes books, videos, slides and updates linked to the branch and is being regularly updated. The website is financed by branch association.
- Created Excel work file storing and analyzing students scores. Five different sheets were assigned for different operation such as; data entry, Data analysis, data comparison, visualizing and PDF report generation.
- Zonal Level: Hocky, Chess.
- Captain of Football team in college.
- Great artist and Music Lover