

## VINAYAK SINGH

Mobile : +91- 9718844918/ +91-8960111306

Email : [vinayaksingh131@gmail.com](mailto:vinayaksingh131@gmail.com)

---

### CAREER OBJECTIVE

I am looking forward to long term relationship with an organization. It should prompt learning in a professional environment through new challenging task, so that I can make a meaningful contribution and integrates personal and organization growth.

### ACADEMIC QUALIFICATIONS

EXAMINATION	BOARD/UNIVERSITY	YEAR OF PASSING	PERCENT
MCA(Lateral)	AKTU, Lucknow.	2017	82.8%
BCA	University of Lucknow	2015	62.00 %
SSC	U.P Board	2012	68.66 %
HSC	U.P Board	2010	63.33 %

### LANGUAGES KNOWN

C, C++, HTML, CSS, Java.

### SOFTWARE / TECHNICALSKILLS

**Operating System** : Windows 7/8/8.1/10, Ubuntu

**Software Packages Knowledge As** : MS-Office, Google WebMaster, Google Analytics, Google Adwords.

### WORKING EXPERIENCE ( 1.5 Years )

Having 1 Year 5 Months of experience in Digital Marketing and hands on experience on the following:

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Google Adwords
- Google Webmaster
- Google Analytics
- App Store Optimization (ASO)
- Facebook Marketing

**V3Mobi Communication Pvt. Ltd. ( Dec-2017 to May-2018)****Role: Digital Marketing Executive****Projects:**

- GetFirstCut.com
- FirstCut Android App

**Responsibilities:**

- Develop and manage Digital marketing campaigns.
- Oversee a social media strategy.
- Manage and maintain the organization's website.
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Track and analyze website traffic flow and provide regular internal reports.
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion.
- Continually work on the Search Engine Optimization of the website(s).
- Fix any errors or bugs in online content.
- Edit and post videos, podcasts and audio content to online sites.
- Create online banner adverts and oversee pay per click (PPC) ad management.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing.

**Brainguru Technologies ( Dec 2016 - Sep 2017)****Role: SEO Executive****Projects:**

- Ncrjobs.in
- Resale Rental
- brainguru.in
- indiavotekar

**Responsibilities:**

- Work with the Digital Marketing Manager to ensure all client needs are met and all projects are completed on time and to budget
- Conduct on-site and off-site SEO audits and competitor analysis for clients and report back to the Digital Marketing Manager
- Carry out SEO outreach and link building for a number of clients
- Implement and maintain SEO strategies as defined by the Digital Marketing Manager
- Use Google Analytics to analyze and report on key digital marketing campaigns for each client
- Ensure client KPIs are met across all digital marketing activity.

**KEY SKILLS AND ATTRIBUTES**

- Hardworking
- Eagerness about new things
- Believe in myself

## CO-CURRICULAR ACTIVITIES & AWARDS

- Participated in “Gantavya 2K13” college event, as Coordinator in Shri Ramswaroop College, Lucknow.
- Participated in Summer Training program at PNBIT, Lucknow in 2014.
- Completed Seminar on C & C++ in Oct-2015, co-sponsored by ImpeccableITAcademy.

I confirm that the information provided by me is true to the best of my knowledge and belief.

**Date :**

**Vinayak Singh**

**Place :**