Chhoti Badalpura

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Date of Birth : 16th Feburary 1991

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**AYUSH KUMAR**

Digital Marketing, SEO Executive

**Professional Profile**

“I am looking out for a challenging job in Digital Marketing field with competitive environment that offers me the opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of self as well as of the concern where in get such a chance.”

**Sound Knowledge About Adwords (PPC)**

|  |  |
| --- | --- |
| * Google Adwords | * Remarketing |
|  | * Planning & Strategy |
| * Facebook Ads | * Reporting |
| * Google Analytics | * Landing Page Optimization |
| * Budgeting & Allocations | * Bid & Pricing Optimization |

**Sound Knowledge About Google Adwords Campaign Management**

* Able to run campaign Searh Network Campaign
* Understaing Incresing Quality Score
* Site Link Optimazation for better conversion rate
* Bid Strategies and Management (CPC, CPM, CPA, ECPC, ROAS)
* Google Conversation Traking Code
* Daily Basis Campaign Management

**Knowledge About SEO**

Getting clients sites higher on the search engine results.

Actively researching, testing and proposing new approaches to improving search engine rankings.

In Depth Keywords Research

On Page & Off Page Optimization

Optimizing websites and landing pages.

Best Local SEO Strategies (USA, CANADA, AUSTRALIA, UK, IERLAND, NEW ZELAND)

External Link Building & Internal Link Building Strategies

Resolving technical issues related to a clients website.

Monitoring and tracking the performance of SEO campaigns

Performance and back links.

Reputation Management

**Experience**

**Uniterrene Websoft Sol. Pvt Ltd** (Worked as a SEO Executive -6 Months From April 2016 to Oct 2016)  
Website:- http://www.uniterrene.com/

**SZI Technologies Pvt. Ltd** (Working As a Junior Digital Marketing Executive for 8 Months 19th OCT 2016 to 19 Jun 2017 )

Website:- http://www.szitechnologies.com

**Education**

**Academic Details:**

1. **Passed** SSC from C.B.S.E in the year 2006.
2. **Passed** Higher Secondary Examination from UP Board. in the year 2009.
3. **Passed** B.tech from Monad University, Hapur in the year 2014.

Date: …………………………

**AYUSH KUMAR**