### Mandeep Singh mandip.working@gmail.com

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**PROFESSIONAL SUMMARY**

Marketing professional with 4 years of progressive experience in digital marketing and user experience design. Accomplished at creative development, website operations, digital platform management and collaborating effectively with stakeholders, vendors and clients

* Digital Marketing
* Content Management
* Social Media Marketing
* Search Engine Optimization
* Web Analytics and Reporting
* Online Reputation Management

**PROFESSIONAL EXPERIENCE**

**Capslock Digital**

**Sr. SEO Analyst 2/2021 – Till Now**

* Search Engine Optimization (On & off page SEO)
* Content Strategy and Design
* Google Analytics
* Google Search Console
* Google Ads
* **Keyword Research:** Researching the best keywords using tool as Google Ads, with less competition and high search volume for high Ranking of website.
* Skilled in marketing the clients’ business to achieve objectives such as lead generation, high online visibility, online brand positioning and online reputation management
* Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC, Content Management, Landing-Page Optimization, Link-Building and so on
* Exposure of working with clients from US, NZ & Canada and handling marketing & promotional activities in English language

**Ecomocana Technologies**

**Digital Marketing Executive 7/2019 – 3/2020**

* Search Engine Optimization (On & off page SEO)
* Social Media/Community Management
* PPC Advertising
* Content Strategy and Design
* Internet Brand Marketing
* Google Analytics
* Google Search Console
* Google Ads
* **Keyword Research:** Researching the best keywords using tool as Google Ads, with less competition and high search volume for high Ranking of website.
* Skilled in marketing the clients’ business to achieve objectives such as lead generation, high online visibility, online brand positioning and online reputation management
* Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC, Content Management, Landing-Page Optimization, Link-Building and so on
* Exposure to working with clients from the US and handling marketing & promotional activities.

**BNS Enterprise**   **3/2016 – 5/2019**

**SEO Analyst**

* ON Page: Robots.txt, Meta Creation, Website Analysis, 404 Error Page, Sitemap Creation, Keyword analysis.
* SMO: Facebook ,Twitter, LinkedIn, Pinterest and Google Plus
* Optimizing the websites to increase the visitors
* Off-Page and On-Page Search Engine Optimization (SEO) and Social Media Marketing (SMM).
* Detailed evaluation of client’s websites.
* Website optimization
* Logging and monitoring project progress
* Review of traffic reports using analytics
* Off-Page Optimization: Article Posting, Blogging, Local Listing, Directory Marketing, Forum Posting, Social Bookmarking, Classified Ads.

**EDUCATION**

* **B.tech** with Computer Science Engineering (CSE) Specialization from Maharishi Markandeshwar University, Ambala.

**SKILLS**

* **Web Analytics:** Google Analytics
* **Visibility Management Platforms:** Semrush, Ahref
* **Language known**: HTML/CSS
* **Software:** Dreamweaver, All major browsers
* **Internet:** Internet Marketing, Surfing, SEO, PPC, SMO

**Declaration**

I hearby declare that above written particulars are true to the best of my knowledge and breif.

**Mandeep Singh**