



Professional Summary:

Dynamic and results-oriented Digital Marketing Expert with 10 years of experience in developing and implementing comprehensive digital marketing strategies. Proven track record of driving brand awareness, customer engagement, and revenue growth across diverse industries. Adept at leveraging a range of digital channels, including SEO, SEM, social media, and email marketing, to achieve business objectives.

Education

MBA

IT & MARKETING

- ▶ Swami Vivekanand Subharti University
- ▶ Meerut - 250005 (U.P.)

B. Tech (C S E)

COMPUTER SCIENCE & ENGINEERING

- ▶ From State University **UPTU**
- ▶ Aligarh, U.P. 202001

CERTIFICATE

ETHICAL HACKING & CYBER SECURITY

- ▶ Conducted by **Geeks lab Technologies Pvt. Ltd.** In association with **AIESEC-IIT Delhi.**

INFORMATION SECURITY & CYBER FORENSICS

- ▶ Conducted by **CyberCure Technologies Pvt. Ltd.**

PHP TANNING

- ▶ Conducted by **HCL Learning Ltd**

ADVANCE DIPLOMA IN COMPUTER PROGRAMMING

- ▶ Conducted by **JNCISM Delhi**

COURSE ON COMPUTER CONCEPTS (CCC)

- ▶ Conducted by **N.I.E.I.T.**

CORE COMPETENCIES:

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Data Analytics
- Campaign Management
- A/B Testing and Optimization
- Marketing Automation
- ROI Analysis
- Cross-Functional Collaboration

Work Experience

Sr. DM & Development - **Stimulus Research**

JUN 2022 - PRESENT

Led the development and execution of integrated digital marketing campaigns, resulting in a 148% increase in online brand visibility. Implemented SEO best practices, contributing to a 80% improvement in organic search rankings within 9 months. Successfully managed and optimized Google Ads campaigns, resulting in a 28% decrease in cost per acquisition (CPA).

- ▶ Demonstrated expertise in planning, executing, and analyzing digital marketing campaigns across multiple channels. Proficient in utilizing tools such as Google Analytics, SEMrush, and Hootsuite to monitor and optimize campaign performance.
- ▶ Web Development For Clients Business
- ▶ Growth plan for various E-commerce Business portal Management like Amazon, Flipkart, Snapdeal, meesho.
- ▶ Clients Meetings And documentation of the Project by excel and google sheet.
- ▶ Managing various role and responsibility on the demand of the company.

Digital Marketing Manager - **Realtyassistant**

MAR 2021 - APR 2022

- ▶ Well-versed in Digital marketing plans, models, strategies, Networking with all leading social media platforms.
- ▶ Track companies web portal traffic flow and provide report with ideas to improve the flow and optimizing landing page and user funnels. A/B and multivariate experiments.
- ▶ Report Generation by google Data studio, Google spreadsheets And Excel
- ▶ Landing page development with WordPress, Server migration and multi server maintenance.
- ▶ Improvement of sales and marketing strategy
- ▶ Conducted A/B testing experiments, leading to a 17% improvement in conversion rates.
- ▶ Utilized data-driven insights to inform strategic decisions and optimize campaign performance.

TOOLS EXPERTISE:

- Ahrefs
- SEMRush
- MoZ
- Ubersuggest
- Majestic
- Screaming Frog
- Google Tag Manager
- Google analytics
- Google search console
- WORD Ai
- Buzzsumo
- Answer the Public
- Competitor Analysis
- Market Research
- Google Trends
- Canva
- SimilarWeb
- Meta Business suite
- Google ad manager
- Google Ads
- Facebook Ads
- LinkedIn Ads
- Amazon Ads
- Amazon Pi
- FilipKart Ads
- Etsy Ads
- SPYFU
- HUBSPOT
- Hootsuite
- ChatGPT
- Convert kit
- Figma
- Bracket
- VS Code
- Adobe Photoshop
- Adobe Illustrator
- XD
- Canva
- Filmora
- Firefly
- Various Ai Tools

Not limited to.

BD & DM Manager – **BLD Dine Homes**

DEC 2019 - FEB 2021

- Develop and implement SEO and PPC strategies. Using
 - ▶ Google Analytics, Google AdWords, Google Webmaster and other relevant sites
 - ▶ Managing Digital Marketing And Development Activity & Responsibility.
 - ▶ Evaluating competitor & Digital Marketing strategies and creating plans to overtake them.
- Paying particular attention to any significant Google
 - ▶ algorithmic changes. Be actively involved in SEO efforts (keyword, image optimization etc.)
 - ▶ Provide the Solution for the all cloud & web related Problems
 - ▶ Performing ASO, SEO, PPC, SMO for Company apps on Google Play & Apple store platform.
 - ▶ Lead internal style guides and branding

SEO Expert Team Leader – **Etheral IT Solution**

JUN 2016 - OCT 2019

- ▶ All On Page & Off Page SEO strategy including technical SEO to company and client projects for organic growth.
- ▶ Evaluating competitor & Digital Marketing strategies and creating plans to overtake them.
- ▶ Ensure the task given by manager. Responsible for meeting the targets assigned by manager for delivering the projects timely.
- ▶ Manage the project schedule Minimize the work and to maximize the outputs.
- ▶ Classified, Bookmarking, Article Submission, Media Submission (Video, PPT, PDF, Image), Forum Posting and Question & Answering.
- ▶ Implemented successful SEO strategies, resulting in a 81% increase in organic traffic and improved search rankings.
- ▶ Published thought leadership articles and blog posts, establishing the brand as an industry authority.

Declaration

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and I undertake the responsibility to inform you of any changes therein, immediately.

Date:

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Signature:

NARENDRA KUMAR SHARMA