

SUMMARY

I am seeking a challenging position with an organization that is rapidly expanding and offers good advanced potential. I am an ambitious, well-organized professional and internet addict in Digital Marketing with 2.2 Years of Experience in Digital Marketing.

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst

Jan '20 - Present

GeekSoft Consulting Pvt. Ltd

Bangalore

A digital media producer and distributor with over 3k productions produced under its banner

- **ON-PAGE OPTIMIZATION -**

Title Tag Optimization

Meta Tag Optimization

Optimizing websites by Analyzing Clients

Individual

Webpages using

Duplichecker, Copyscape for Refreshing Content

Keyword Optimization

Keywords Density Analysis

- Complete Website Analysis includes

Text to Html Ratio, Website Loading Speed, Site Navigation Structure, Creating Alt tags, Title Tags for images Tools used: Screaming frog, WebCEO

- **OFF-PAGE OPTIMIZATION -**

Directory Submissions

Social Bookmarking in high PR sites

Profile Creation in Relevant Forums and Effective interaction to get Permanent Backlinks

Blog Commenting

Classified Submissions

Guest Blogging

Article Submissions

Press Release Submission

Search Engine Submissions

PDF sharing

Creating Attractive Infographics and Sharing in Social Networks for User Engagement

SOCIAL MEDIA MARKETING -

- Social Networking Profile Optimizations

- Creating Pages in Facebook, Facebook Insights (Increased likes, Impressions)

- Twitter, LinkedIn, Pinterest, Foursquare

- Analysis on Competitor Social Networks Profiles on Twitter and Facebook

- Creating Ads with effective title, description, landing pages and increasing quality score
- Resolved issues related to Client E-mails, Site Suggestions, & maintenance to internal programs, etc.

- Adding Conversion tracking code on landing pages

- Create, manage, and analyze all Ad campaigns across Search Engines (especially Google Adwords to ensure acquisition and conversion goals are met.

- Direct responsibility of campaign planning and implementation, budget management, performance review, optimization and analysis for assigned SEM Accounts.

- Analyze keyword costs, ad copy, landing pages, and cost per conversion. Identify and inform management of opportunities, potential risks, and other key issue

- Manage SEM campaigns and set up reporting and ROI tracking within internal tracking systems and Google Analytics.

- Various Bidding Models CPA, CPM, CPC

Google Analytics :

- Creating Weekly, Monthly Visitor analytics Reports and Checking Bounce Rates • Creating Goals
- Checking Audience, Acquisition, Behaviour reports
- Setting up Accounts, properties, views
- Creating Dashboards by combining individual reports
- Tracking real time overview

Google Webmaster Tools :

Analysing Backlinks, Sitemap Updation, Solving Crawl errors

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EDUCATION

MAster in Computer Application

Apr '12 - May '15

Utkal University Odisha

ODISHA

KEY SKILLS

- **Content Creation** • **SEO** • **Social Media** • **Google Adwords**
- **Conversion Rate Optimization**