

PPC Expert with 10 Years of Experience

I am a Google Analytics Qualified Web Analytics Professional, Google Certified PPC Expert and a Google AdWords Certified Partner. Working as a Project Manager, who knows the importance and relevance of Social Media in fulfilling the business objectives of an enterprise. I am a Writer and a blogger who values the importance of content in the overall Online Marketing game plan. If provided a chance to work with your company, I will use my existing skills and expertise to demonstrate value addition and maximum ROI.

My Business Motto: Start Small; Think Big; Scale Fast

My Marketing Principle: Content Is The Only Marketing Left Now (Seth Godin)

PROFESSIONAL SUMMARY:

Senior Online Marketer with 10y+ years of experience in using Content, Marketing and Business best practices to fulfill business objectives.

Search Engine Marketing (SEM), Social Media Optimization (SMO), Web Analytics, Market Research including online consumer behavior, understanding Search Engine behaviors, etc.

Total 10 + Years of Experience in the corporate world

End to end digital campaign management.

Strategize ongoing campaigns to extract maximum ROI across platforms.

Planning future campaign strategies to achieve and exceed planned KPI

Social business networking, customer engagement, online reputation building and management

A prolific blogger and technology enthusiast

Interest in small business/startups and entrepreneurial segments

Conducting keyword research and selecting product-specific keywords for PPC campaigns.

Experience in creating and uploading Ads on different search Engine.

Experience in creating PPC/ AdWords campaigns and optimization.

Monitoring campaigns on a regular basis to measure and maximize the effectiveness of all PPC campaigns.

Equal competency in on-page optimization, off-page link building, and content distribution

Proficiency in organic link building practices from authority websites

Objective analysis of spam and unnatural links and fixing such issues

Proficient in the recovery of penalties imposed by Google after Penguin and Panda updates

Proficiency with popular web analytics and reporting tools

Resourceful at maintaining cordial relations with international clients mainly in the US, UK, Australia, Canada etc.

Skills Summary:-

Well Versed with Internet Marketing Practices
Social Media Expertise (LinkedIn, Facebook, Twitter)
WordPress/Blogger Blogs Management
Proactive and Reactive Reputation Management
Content generation and content development
Technical Evaluation of Websites
Keyword Research and Analysis
Well Versed with Website Optimization Practices
Penguin and Panda Recovery
Landing Page Optimization
Google Website Optimizer
Ecommerce SEO Consultation
Social Media Optimization
WordPress Website Optimization
WordPress Installation and Data Migration
Website Migration without SEO Drop
Web Marketing Coaching
Pay Per Click Campaigns – Google, Yahoo, MSN, Facebook
Google AdWords Campaign Optimization
Social Media Analytics
Blogs/PR Writing
Content Marketing
Market Survey
Online Research & Analysis
Web Analytics
Competitor's Analysis
Content Distribution
Online Research & Analysis
Google Analytics Installation and Advanced Integration.
Google Analytics Advanced Segmentation
Google Analytics Custom Reports
Google Analytics Audit
Ecommerce Tracking
Conversion Tracking & Optimization
Google Website Optimizer
Organic SEO



KEY STRENGTHS:

More than 10 years of industry experience
Excellent interpersonal skills and communication
Excellent client handling and web communication

EXPERIENCE

Designation – Project Manager (Digital Marketing)

March 2015 – Till Date

Responsible for the overall direction, coordination, development and evaluation of SEO, SMO and PPC staff

Understanding the client needs and using the best of the SEO/SEM knowledge and research work to identify the marketing goals and strategy that best suits the client.

Developing and nurturing the client relations

Creation of proposals, presentations and periodic reporting of tasks and documents to the clients, which help them to approve the SEO/SEM, plans.

Evaluation and redirecting the SEO team efforts as per the client requirements. Also, seeks new opportunities to provide additional SEO/SEM services within existing client accounts.

Works closely with the SEO / SEM team to ensure that all client deliverables are met and client expectations are exceeded. Continuously and actively monitoring and enhancing the processes to meet the market trends and client expectations.

Act as Project Manager for tasks assigned to Design and Technical teams.

Timely renewal of SEO/SEM programs to reduce the interruption in services provided to the clients.

Providing the clients and the team members the industry updates and related articles.

Mentor the team to grow on daily basis.

Works with Management to ensure all client contracts are in place and that pricing is captured correctly

Projects List

<http://www.autobidmaster.com/>

<https://idoctorapp.com/>

<http://smartvizx.com/>

<https://www.rapidsos.com/>

<http://www.stratford.edu/>

and more projects.

Designation – Tech Lead Dec 2012 – Feb 2015

Responsible for PPC, SEO and social media presence of Virtual Employee Pvt. Ltd. and some of the company's clients. Planning, implementation, and execution of digital marketing activities. Monitoring the brand, business, and the services of company over the internet using manual practices and a set of automated tools (Google Alerts, Reputation Changer, @mentions and custom RSS Feeds).

Key Activities:

Penguin Recovery
Keyword Ranking
Planning and executing off page strategies
Reporting feedback and stats (periodically)
Social Business Networking through LinkedIn
LinkedIn Publishing (Groups, Company Profile, Personal Profile, In Mails)
Managing social communication (over LinkedIn, Twitter, Facebook, and Google Communities)
Responsible for Channel Communication between prospective clients and the management
Reporting feedback and stats (periodically)
Google AdWords Management

Designation –SEO
Aug. 2011 – Aug. 2012

Responsible for SEO/SMO campaign planning and execution, helping team members in effective distribution of articles, blogs and press releases, training new members in team and assisting them with everyday assignments, developing website optimization and social media marketing strategy for effective utilization of online channels to bring traffic and attract sales

- Optimization and promotion of websites using white hat SEO practices

- Social media marketing and website optimization

- Continuous monitoring of website's ranking and making strategic changes in the promotion techniques to ensure sustainable top placement in search engine results

- Managed all facets of search engine marketing campaigns including paid and natural search.

Projects List

www.poolsupply360.com/

www.gasequipmentdirect.co.uk/

www.wildnettechnologies.com/

and many more projects (details will be provided if needed)

Designation – Internet Marketing Executive
Sept. 2009 – June. 2011

Optimization of client websites in order to achieve results in various search engines. Staying up to date with the latest techniques in SEO and internet marketing, such as link building, competitive analysis and research.

Key Activities:

Website Analysis

Keyword Ranking



Planning and executing off page strategies

Project Reporting

Project Monitoring