

SEEMA SINGH

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Results-driven Post graduate in Computer Science and Engineering seeking to leverage five years of Digital Marketing Manager and freelancing experience with renowned Digital Marketing Agency. Experienced in producing engaging online content and Digital marketing Strategies for tech small and large businesses. Interested in implementing digital solutions on latest websites and working Internationally for marketing products/services.

EXPERIENCE

2ND AUGUST, 2022– PRESENT

PROJECT MANAGER/ DIRECTOR, WTECHY PVT. LTD.

- Managing Digital Marketing Projects including SEO projects, Social Media Marketing Projects, Shopify/Amazon Projects, Online Reputation Management projects.
- Developing marketing campaigns, handling the email marketing strategy, engaging with prospects on social networks, helping create landing pages, writing sales copy, and improving user experience.
- Reporting to the clients on weekly, fortnightly, and monthly basis.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Managing and executing implementation of Digital Marketing strategy.
- Managing Digital Marketing Team.

1ST MARCH, 2019– 31ST JULY, 2022

DIGITAL MARKETING MANAGER, GROWZIFY DIGITAL

- Managing Digital Marketing Projects including SEO projects, Social Media Marketing Projects, Shopify/Amazon Projects, Online Reputation Management projects.
- Developing marketing campaigns, handling the email marketing strategy, engaging with prospects on social networks, helping create landing pages, writing sales copy, and improving user experience.
- Reporting to the clients on weekly, fortnightly, and monthly basis.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Managing and executing implementation of Digital Marketing strategy.
- Managing Digital Marketing Team.

15TH MAY, 2016 – 15TH DECEMBER, 2018

DIGITAL MARKETING MANAGER, WTECHY

- Managing Digital Marketing Projects including SEO projects, Social Media Marketing Projects, Shopify/Amazon Projects, Online Reputation Management projects.

- Developing marketing campaigns, handling the email marketing strategy, engaging with prospects on social networks, helping create landing pages, writing sales copy, and improving user experience.
- Reporting to the clients on weekly, fortnightly, and monthly basis.
- Monitor market trends, research consumer markets and competitors activities to identify opportunities and key issues.
- Managing and executing implementation of Digital Marketing strategy.
- Managing Digital Marketing Team.
- Preparing Content and Marketing strategies.

17TH JUNE, 2013 – 22ND APRIL, 2016

LECTURER IN COMPUTER SCIENCE, KMV COLLEGE JALANDHAR

- Teaching Graduate and Post Graduate classes
- Managing and coordinating with Computer department for various student growth activities.
- Handling computer systems work at International conference venues.

10TH NOVEMBER, 2011 – 30TH MAY, 2013

LECTURER IN COMPUTER SCIENCE, LPUDE JALANDHAR

- Teaching Graduate and Post Graduate classes
- Managing and coordinating with Computer department for various student growth activities.

7TH SEPTEMBER, 2010 – 28TH FEBRUARY, 2011

LECTURER IN COMPUTER SCIENCE, DAV COLLEGE JALANDHAR

- Teaching Graduate and Post Graduate classes
- Managing and coordinating with Computer department for various student growth activities.

EDUCATION

JUNE 2014

MASTER OF TECHNOLOGY (COMPUTER SCIENCE & ENGINEERING), LOVELY PROFESSIONAL UNIVERSITY

Overall CGPA is 8.6

JUNE 2010

MASTER OF SCIENCE (COMPUTER SCIENCE), DAV COLLEGE JALANDHAR

Overall Percentage is 70%

JUNE 2008

BACHELOR OF SCIENCE (COMPUTER SCIENCE), BDAG COLLEGE JALANDHAR

Overall Percentage is 65%

APRIL 2005

SENIOR SECONDARY SCHOOL, KENDRIYA VIDYALAYA 2 - JALANDHAR CANTT

Overall Percentage is 72%

APRIL 2003

HIGH SECONDARY SCHOOL, KENDRIYA VIDYALAYA 2- JALANDHAR CANTT

Overall Percentage is 69%

SKILLS

- RESEARCH: Able to work with many kinds of clients in a wide variety of fields. Excellent at researching clients' brands, industries, and markets very quickly and efficiently.
- CONTENT WRITING: Skilled at writing all types of Public Relations texts: press releases, blog posts, bulletins, emailing campaigns (outreach emails, sales emails, engagement emails). Able to produce up to 1,500 words of great, unique content on a daily basis.
- SOCIAL MEDIA RELATIONS: Proficient at managing social media relations across all major social media platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Tumblr, and Google+.
- SEARCH ENGINE OPTIMIZATION: Creating and Implementing SEO strategies, Managing On-page SEO and Off-page SEO of various websites.
- GOOGLE ADS AND SOCIAL MEDIA ADS MANAGEMENT: Creating and implementing paid ad strategies on Google, Facebook, twitter, and other various platforms.
- OUTREACH: Influencer outreach and guest posting management.

ACTIVITIES

- Hubspot Content Marketing Certified and Social Media Marketing Certified
- Google Digital Garage Certified
- Google Analytics Certified 2018
- Always up-to-date with Digital marketing knowledge.
- Amazon Ninja Sponsored products Certified.
- **Papers published:-**
 1. Research paper titled " Software defect prediction using Adaptive neural networks" published in International Journal of Applied Information Systems (IJ AIS), September,2012 edition.
 2. Research paper titled "Cancer detection using Adaptive neural networks" published in International Journal of Advancements in Research & Technology (ISSN:2278-7763) (IJoART) ,September,2012 edition.
 3. The paper titled "Document categorization in multi-agent environment with enhanced machine learning classifier" in Seventh International Conference of contemporary computing, IEEE 2014.
- **Papers presented:-**

4. The paper titled “Role of Machine Learning Techniques in improving the Quality of Higher Education” in National Seminar on Teaching, Learning and Quality assurance, 2015 at KMV, Jalandhar.
5. The paper titled “Smart-Phone Tradition: Crossing the Barricades of Countries” in ICCN 2014 at KMV Jalandhar.
6. The paper titled “A Review: Various Techniques for Document Categorization” in One day National seminar at Bebe Nanaki University, Kapurthala (2016).
7. The paper titled “ Comparative Study of Digital Marketing and Traditional Marketing” in ICGT, 2016 at KMV.