

Vikash Mor

Looking for Online Bidder - 0124-4226792

vikamor@gmail.com

Summary

My career objective:

Working on globally visible products/services in a multicultural environment within an organization that challenges as much as supports innovation and career growth.

About me:

8 year experience in online marketing techniques, social media optimizations, email marketing, website optimizations for all search engines, landing page optimizations, social media networking, affiliate marketing, PPC, revenue generation through different ads and text medium, business ROI, business analysis and deep SEO analysis.

Successful track record of innovation, ideas generation, product designing, planning and executing product designs, working as a point of contact for the team leads of development, design and sales team.

Extensive knowledge of search engine rankings and search engine result algorithms. Good research skills for industry news, technologies and latest inventions.

My words:

“I am not an SEO expert but I know something about SEO. SEO is not a sprint, SEO is a marathon. Nothing is impossible in the SEO dictionary. “

Experience

Co Founder at 360 Paths - Complete Digital Marketing

July 2016 - Present (2 months)

A leading digital marketing agency specializing in web, mobile, software design and development meant for startups and mid-sized businesses.

My own passion for new innovations has allowed us to create our own products and services under the umbrella of mitsghub.com. These division is:

itsupportz.com - co-founder

PPC Manager at PCTECH24AU

July 2014 - Present (2 years 2 months)

I joined Tech Support Business as an Internet Marketing Manager. This is one of most challenging business now these days. I have worked on Google Ads and Bing Ads for Remote Technical Support. Responsibilities are very challenging to maintain call ration more than 65%. I saved \$10,000 in the 1st month when I started. I handled multiple accounts for same business and monthly PPC costs are more than USD\$ 100,000. Handling the SEO and web development team.

Role & Responsibilities –

- Sales team handling for remote support services
- Working with multiple teams like development, designing and internet marketing
- Digital marketing strategy planner
- Deep analysis on ROI
- Product Designing and Executing
- Successful track record on antivirus development and distribution.
- Bing Ads, Google Adwords, Youtube Promotion, Facebook Ads, Marin Software, Affiliate marketing networking which are working on Pay Per Call or leads.
- Local Search Optimizations for USA, Canada, New Zealand & Australia
- Lead Generation from SEO, Email Marketing and Content Marketing

Currently I am handling entire Australian BPO. Which includes sales, support and billings.

SEO Team Head at TimeRack Inc

September 2010 - June 2013 (2 years 10 months)

Joined as SEO Engineer in September, 2010 and became SEO team lead in December, 2012. TimeRack Inc is a time and attendance software solutions providing company in USA. creativePUNDITS.com was working under the Timerack division as a website designing and development solutions provider. Now creativePUNDITS has become an independent identity as a website designing company since May, 2013.

- Worked as SEO analyst, business analyst and SEO consultant
- Key responsibility included devising Internet Marketing strategies, their planning, and execution
- Worked with the design team for implementing online marketing and SEO strategies
- Developed Business plans, business proposals, SEO/Marketing Proposal
- Excellent knowledge of Google adwords and Facebook Ads
- Affiliate Marketing, Google Ad sense and Revenue generation
- Website branding, Link baiting, Online reputation management
- Team Handling, Client Reporting, Client Relationship
- Also worked extensively on movie promotions, celebrity website/blogs, and social accounts.

- Worked on email marketing and other paid marketing concepts.

Sr. SEO Analyst at Trokia E Solutions Pvt Ltd

January 2010 - May 2011 (1 year 5 months)

Worked as an SEO analyst for handling on-page tasks, off-page tasks, link building and social media optimization.

- Worked for website analysis
- On-page and off-page strategies planning and Implementation
- Website Analysis and Webmaster Analysis
- On-Page and Off-page tasks handing
- Monthly reporting, Website traffic behavior reporting, Google analytic reporting
- Worked on social media optimizations and social media networking

Seo Analyst at Digital Web Solutions Pvt. Ltd.

September 2008 - December 2009 (1 year 4 months)

Worked as an SEO analyst for handling on- page and off-page tasks

- Keyword Analysis
- Meta Title, Meta Descriptions and Meta Keyword Writing
- Forum Posting
- Blog Comments
- Social Book Marking
- Directory Submission
- Article Submission
- Html Page Creation
- Competitor Analysis
- Wordpress Handling
- Website Analysis
- Link Building

Projects

PPC + SEO + SMO = Search Engine Marketing

January 2013 to Present

Members:Vikash Mor, Sanjana Ahuja

It was my 1st PPC project in creativePUNDITS.com. This was lead generating project.

Honors and Awards

Bing Accredited Partner

MicroSoft

October 2014

Google Analytic Partner

Google

October 2014

Best Target Achiever of the Year 2012-13

TimeRack.com

March 2013

Courses

Master of Science (MSc), Computer Science

MDU

Computer Application and Programming

Skills & Expertise

SEO

PPC

Google Adwords

Link Building

Keyword Research

WordPress

Social Media Marketing

Affiliate Marketing

Online Reputation Management

Email Marketing

Facebook Marketing

Web Design

Search Analysis

Blogging

Digital Marketing

Social Networking

Business Analysis

Business Planning

Product Marketing

Adsense

Product Design Support

Idea Generation

Branding Ideas

Consulting

Manage Client Relationships

CRM

Bing Ads

Pay Per Click (PPC)

Search Engine Optimization (SEO)

Education

MDU

Master of Science (MSc), Computer Science, 2008 - 2010

Grade: 1st

Kurukshetra University

B.A, Pass, 2005 - 2008

Grade: 1st

Interests

Research on new marketing tools generation, unique USP creation, staying updated on new marketing strategies, Thinking out-of-the-box, digitalization, management training, and new technologies.

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5 people have recommended Vikash

"Vikash was a pleasure to work with during the duration we worked together. He had a great attitude in what he did and was always dependable in getting critical tasks done. He managed a team under him and showed great management and leadership qualities. I have only optimistic predictions for his career trajectory. "

— **Navroop Sehmi, PMP**, *Director - India Operations, TR Software Group*, managed Vikash at TimeRack Inc

"I got an opportunity to work with Vikash and believe it to be a very fortunate thing for myself as he is the one who introduced me to the world of online marketing and helped me understand the nuances. He was more of a mentor than a colleague to me. He has immense knowledge spanning not only his own domain but others as well, thanks to his exploratory nature. He is hard-working, resourceful, and has a great imagination that helps him find creative solutions to problems. At the same time, he stays grounded and does not get swayed by the huge list of tasks on his table and delivers work in time. He knows how to get work done, even from procrastinators like myself, and that in itself is a big thing. I wish him the best of everything in life!"

— **Kanika Bhatia**, worked directly with Vikash at TimeRack Inc

"Vikash is a young, result-oriented and dynamic professional. He has profound knowledge in SEO analysis tasks that include online marketing, social media optimization, email marketing, website optimization, affiliate marketing, PPC, etc. He always aspires to learn more in his field of expertise and keep himself updated with latest technologies. He is a good team player, and highly reliable resource. He also possesses good analytics skills. I wish him all the very best in all his future endeavors!!!"

— **Gaurav Upmanyu**, worked with Vikash at TimeRack Inc

"Vikash is a hardworking and a valuable team member for any company. He is a fast learner and a good team player."

— **Surbhi Kochar**, worked with Vikash at Digital Web Solutions Pvt. Ltd.

"Vikas is a very hard working and passionate towards his work, his commitment, discipline and quick learning attitudes are worth to share. Love him ! "

— **Naresh Nain**, advised Vikash at Kurukshetra University

[Contact Vikash on LinkedIn](#)