PRIYESH KUMAR

OBJECTIVE

To achieve a challenging position in a professional organization, where I can enhance my skill and strength in conjunction with the organization's goal.

CORE STRENGTHS

Search Engine Marketing, Search Engine Optimization, Paid Search, Social Media Marketing, Paid Inclusion, Web Analytics, Multivariate Testing, Affiliate Marketing Banner Display Marketing, and Video Marketing, eMail Marketing

- Vast expertise in online marketing extending across many industries
- Able to use the Internet to generate leads
- Strategic, analytical, achiever and visionary
- Experience succeeding in both small and large teams

EXPERIENCE

2nd July2012 to Till Date   Mobiloitte Technologies (I) Pvt. Ltd.   Okhla, New Delhi.
Online Marketing Manager

- Online Lead Generation activities by implementing & co-coordinating marketing initiatives around PPC, SEO, Social Media Optimization, Online Reputation Management, E-mail marketing, link building and other such duties, tasks and work as may be assigned.

15th Feb2012 to 29th June2012   TPG Software Pvt. Ltd.   Noida, UP.
Online Marketing Manager

- Online Lead Generation activities by implementing & co-coordinating marketing initiatives around PPC, SEO, E-mail marketing link building and other such duties, tasks and work as may be assigned.

19th Apr2010 to 15th Feb2012   Rapidsoft Technologies.   Gurgaon, Haryana.
Online Marketing Manager & Web Analyst

- Developed, and maintained multiple lead generation websites employing search engine optimization (SEO) best practices.
- Developed internet marketing plans that included use of pay-per-click advertising, search engine optimization and email campaigns
- Managed web analytics for identifying opportunities to increase website efficiencies
- Using Google Analytics, Stat counter, Google Webmaster tools, Google Keyword Tools, WordTracker, and Rank Tracker.
- Managing pay per click campaigns on Google Adword.
- Team Managing, Project Distribution, Project Reporting, Project Planning
- Website Tracking and Traffic Analysis, Lead Analysis, Visitor Analysis, Built SEO Ranking Report, Revenue Generation for Company,
- Research domain name for domain booking and link structure for website designing.

10th Nov2008 to 18th Apr2010   Kidsfront/Live2Support Inc.   Saini Enclave, ND.
Online Promotion & Business Development Manager

- Increased traffic from 3.2lakh PM to 8.5lakh PM on babynology.com.
- Run new campaign that increased conversion 4 Per Day.
- Using Omniture, Web CEO.
- Managing pay per click campaigns on Google Adword, Brustmedia, and Adbrite.
- Team Managing, Project Distribution, Project Reporting, Project Planning.
- Website Tracking and Traffic Analysis, Lead Analysis, Visitor Analysis, Built SEO Ranking Report, Research on Affiliates, Revenue Generation For Company.
- Apply seo technique on website. Such as Directory Submission, Link Exchange, Article Submission, Press Release, Social Book Marking, Forum Posting, Blog Posting, Inner Linking, Banner Exchange, Paid Submission, RSS Feed Submission, Create Robot.txt File, PAD File Generation and Submission, and other techniques.
- Email Marketing, Banner Advertisement, and Proficient work on dream weaver.
- Research domain name for domain booking and link structure for website designing

11th Nov2006 to 10th Nov2008   Impetus Technologies.   Model Town, ND.
Sr. Search Engine Optimizer
- 50 Leads Per Day from our project.
- Using Coremetrics, Google Webmaster tools.
- Apply seo technique on web site. Such as Directory Submission, Link Exchange, Article Submission, Press Release, Social Book Marking, Forum Posting, Blog Posting, Inner Linking, Banner Exchange, Paid Submission, RSS Feed Submission, Create Robot.txt File, Google Ad words and other techniques.
- PPC, Email Marketing, Banner Advertisement, Proficient work on dream weaver.
- Research domain name for domain booking and link structure for website designing
- Website tracking and traffic analysis, Lead Analysis, Visitor Analysis, Built SEO Ranking Report, Research on Affiliates, Revenue Generation For Company.
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15th Feb06. To 10th Nov2006   Clear Path Technology Pvt. Ltd.   Dwarka, ND.
Web Master
- Work on client website and also company website.
- Apply seo technique on web site as for client requirement.
- On page and off page optimization and website tracking with Web Trends.
- Deal to client regarding seo works.
- Work on client website which assigned by Team Leader.
- Such as Directory Submission, Link Exchange, Article Submission, Press Release, Social Book Marking, Forum Posting, Blog Posting, Inner Linking, Banner Exchange, Paid Submission, RSS Feed Submission, Create Robot.txt File and other techniques.

EDUCATION

2001–2005   IGNOU   Janakpuri, ND.
- MCA, Master in Computer Application.
- BCA, Bachelor in Computer Application.

INTERESTS

Learn new things, Visit new places.

PERSONAL MEMO

Father's Name   : -   Janardan Singh
Date of Birth   : -   02-June1983.
Martial Status   : -   Married.
Nationality   : -   Indian.

Date/Place: -………..   Signature: -……………

Work on these Projects: -

Halosys Technologies (I) Pvt. Ltd.
http://www.halosystechnologies.com/
http://www.halosys.com/
http://www.trikonnetworks.com/
http://www.widgets.com/
http://www.halosys.co.in/
http://www.halosys.co.uk/
http://www.mobiloitte.com/
http://www.mobiloitte.in/
http://www.mobiloitte.org/

TPG Software Pvt. Ltd.
http://www.brickred.com/

Rapidsoft Technologies Pvt. Ltd.
http://www.rapidsofttechnologies.com/
http://www.iphone-application-developments.com/
http://www.blackberryapplicationdevelopments.com/
http://www.mobileapplicationdevelopments.com/
http://www.androidapplicationdevelopments.com/

Kidsfront/Live2Support Inc.
http://www.live2support.com/
http://www.morecoloringpages.com/
http://www.kidsfront.com/
http://www.babynology.com/
http://www.vfamily.ws/
http://webtools.live2support.com/
http://ssl.live2support.com/
http://www.crmpanel.com/
http://www.ebourn.com/

Impetus Technologies
http://www.chanceforloans.co.uk
http://www.fastcashloantenant.co.uk
http://www.famousinindia.com
http://www.cheapholidaysdiscounttravel.co.uk

Clear Path Technology Pvt. Ltd
http://www.homeworkauthority.com
http://www.essayexperts.com
http://www.underthelamb.com

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