

Gyan Singh | Digital Marketing Manager

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Global Digital Marketing & Strategy | Brand Management | E-commerce

Profile:

- Digital expert with 10 years of experience across web, mobile, marketing & software design development.
 - ROI-driven brand & marketing strategist who has increased business 75%+ through integrated marketing strategies.
 - Extensive B2C and B2B experience.
 - Consistently devise innovative strategies that connect with customer's needs & deliver values.
 - High performance team leader adapt at leading diverse & cross-functional teams to accomplish critical business initiative.
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Area of Expertise:

Digital strategy & marketing (SEO/SEM, social media, campaigns etc.), e-commerce, web development (large scale web design, mobile, app), creative & content development, customer experience/UX, project management, process re-engineering, strategic planning & budget management.

My Testimonials:

“Gyan was working in my team and he really has all those skills which are required to prove yourself in the field of internet marketing. He is a hard worker guy and always have a smile on his face, no matter how much work pressure he has.” – LinkedIn Testimonial

Professional Experience:

LandCraft Developers Pvt. Ltd, Ghaziabad Reputed Real Estate builder in Ghaziabad, Vertical of 50 years old group Garg Group	April 2014 to present
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Digital Marketing Manager

Manage complete Digital Marketing, plan & strategy to increase the visibility of website, brand, increase traffic, quality leads & sales through comprehensive SEO efforts, support 15+ projects & social media of Indian politician & Minister of State U.P, active Social Worker etc. , offers & promotions, content marketing, web design & development, data analysis, prepare monthly digital marketing report & present to management.

Alliance Web Solution Pvt. Ltd., Noida
India Internets, 15 years old IT Company

Oct 2012 to March 2014

SEO Manager

Handled around 25-30 projects having a team of 3-4 persons. Responsible for an improvement on all projects, create an effective pre SEO Analysis report send to clients. Responsible for complete Digital Marketing plan & strategy to increase the visibility of website, traffic & leads. Interaction with clients through e-mails, skype, and conference call.

Hira Tech Software Solutions India Pvt. Ltd., Delhi Apr 2012 to Oct 2012
Techwave.com, 12 years old Software Company

Sr. SEO/SEM

Worked for in-house projects. Responsible for to increase relative traffic as well as keywords ranking and Social Media Optimization. Coordination with the Designer/Developer to make technical changes to enhance SEO results. Direct reporting to management.

Tangence Solutions (I) Pvt. Ltd., Noida
Tangence.com, Digital Marketing Agency

Oct 2011 to April 2012

Sr. SEO/SEM

Worked here more than 10 international projects at a time. Responsible for On-page & Off-page SEO implementation, Monitor Search Engine updates and behaviors, Google Analytics & Webmaster tool, Competitor Analysis and Market Research, Keywords Analysis.

Wildnet Technologies Pvt. Ltd., Noida
AWARD winning IT Software Company

June 2010 to Oct 2011

Sr. SEO

"Awarded as Outstanding Performance Employee in 2011"

Worked for in-house projects with team of 3 persons at fastest growing SEO Company Noida. Responsible for to increase relative traffic as well as keywords ranking for big web portals like Autoinfoz.com, carspricesindia.com and more... Monitor Search Engine updates and behaviors, Google Analytics & Webmaster tool, Competitor Analysis and Market Research, Keywords Analysis.

SEO

Worked as SEO Executive. We did many projects under Keerat Group and most of them are International. Responsible for to complete assigned Off-page SEO work within the given deadline and for an improvement in keywords ranking as well.

Educational qualifications:

Degree	Institute	University	Percentage	Year
B.Tech (I.T)	Raj Kumar Goel Institute of Technology, Ghaziabad	Uttar Pradesh Technical University, Lucknow	First Class	2006
Senior Secondary	H.N. Inter College, Ganjdundwara, Kasganj	U.P Board	Second Class	2002
Secondary	M.R.Shervani Hr. Sec. School,Ganjdundwara, Kasganj	U.P Board	Second Class	2000

Hobbies:

- Listening Music, Yoga, Business & Tech news.

Languages Known:

- English, Hindi.

Competencies:

- Positive Attitude
- Interest in learning new things

Personality:

The most important aspects of my personality are my positive attitude towards life, openness towards learning new skills and my ability to work smart as well as hard in adverse circumstances to meet the targets without losing patience.

Declaration:

I hereby declare that the above information is true and correct to the best of my knowledge and belief.

Place: Ghaziabad

Date: 30-8-2018

(Gyan Singh)