

Rahul Kumar
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Objective:

Intend to build a career with leading corporate of hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential.

Professional Experiences:

Pan India Internet Pvt. Ltd. (January 2017 - Present)
SEO Executive

Responsibilities

- Delivering multichannel campaigns across e-mail, web, mobile, and social media. Identifying key areas for improvement.
- Creating, managing and editing content in a web-based environment.
- Providing support to other production team members.
- Creating and managing SEO Strategies.
- Managing Google AdWords campaigns.
- Defining Campaign goals.
- Monitoring social media channels for trends and opportunities.
- Creating an inbound and outbound digital marketing strategy.
- Conducting keyword research.
- Making recommendations to senior management.
- Uploading website content using content management systems.
- Managing key external and internal partnerships.
- Extracting database from the email marketing, LinkedIn Campaign and other online resources.
- Executing e-mail marketing programs (Mail Chimp).
- Robots.txt file creation
- Creating Google Business Listing for clients website

JNCP Infotech Pvt. Ltd. (December 2015 onward)

SEO Executive

Responsibilities:

- Planning and implementing Search Marketing strategies including SEO (on-page & off-page), SEM and Internet Marketing strategies
- Conducting competitive market research for each client to identify opportunities for increasing their online visibility
- Broken link check, Website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content optimization, ALT tag for images, Google Webmaster Tool and Google Analytical Tool Code Installation. Conducting on-going competitive market analysis.
- Researching the best keywords using tools as Google Ad words, with less competition and high search volume for high Ranking of website.
- Many other activities like (page rank check, Meta tag analyzes, density check, Alexa rank check and increase Alexa ranking etc.

Latest Project Worked On:

- www.festivalofindia.com
- www.hunt.in
- www.indiaonline.in
- www.panindia.in
- www.hyderabadonline.in
- www.lazizpizza.in
- Various Client Websites

Certifications:

- Google AdWords Certification-Fundamentals certified by Google – January 2017
- Google AdWords Certification-Search advertising certified by Google - January 2017

Skills:

- **SEO/SEM:** Capable of developing and implementing effective SEO/SEM strategies with the goal of producing high organic rankings on major search engines and generating increased targeted web traffic. Well-versed in advanced on-page and off-page SEO techniques. Extensive knowledge of Social Media and its use in Online Marketing. In-depth knowledge of utilizing the right types of social media for different types of clients and market spaces. Thorough understanding of Digg, Stumble Upon, Delicious, Facebook, Wikipedia and various other social networks

- **PPC:** Capable of managing paid search marketing campaigns in Google AdWords. Experienced in banner ads & display advertisement along with link & media buying.
- **Technical:** Extensive experience with computers in Windows 2000 Windows XP, Windows Vista and Windows 7 based environments. Skilled with packages such as Microsoft Office 2000/XP/2007, Adobe Dreamweaver and various web authoring tools.
- **Programming:** Programming Knowledge in PHP, HTML and CSS. Familiar with Database environments involving MS SQL and MySQL.
- **Good Knowledge of CMS** (WordPress, Drupal, Joomla, Magento)
- **Working with C Panel, FileZilla**

Educational details:

- B. Tech (CSE) in 2015 from PRIST University with 78.28%
- 12th (PCM) in 2010 from BSEB Board with 64.40%
- 10th in 2008 from BSEB Board with 62%

Personal Details:

- Name : Rahul Kumar.
- Father's Name : Mr. Nirmal Kumar Arya
- Mailing Address: Banmankhi, Purnia, Bihar.
- DOB : 15th Aug 1993.

Extracurricular Activities:

- Cooking, Solving Puzzles
- Exploring New Places
- Writing Hindi Poem

Date:

Place:

Signature:

(Rahul Kumar)