Yogendra Kumar

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**Objective:** To take a challenging role in business operations for an organization to utilize my experience and knowledge, which can give an efficient and effective solution that, will help the organization to achieve the best result in business and ultimately increase its productivity in market.

**PROFILE:**

* A qualified professional with 7+ Yrs. Experience in Social Media Optimization (SMO), Digital Marketing, search engine optimization (SEO), Web analytics with quick adaptability to changing trends and technologies.
* Gained insightful knowledge by carrying out projects on various websites, improving their organic rankings.
* Handling websites of different kinds simultaneously and ranked high for most targeted keywords in top 10 in major search engines.
* Analyzing requirement and providing web promotion solutions, which involves **Social Media & search engine marketing** plan operational strategies like keyword research, competitor analysis, site analysis, search engine optimization (SEO), and social media marketing plans etc.
* Constant research & up-gradation of knowledge regarding search engine and technologies.
* Determined to meet expectations and willing to perform effectively and effectively& the willingness to learn and effectively apply new strategies.
* Verbal and written communication, problem solving and conflict resolution skills and knowledge transfer.
* **Core Competencies:**
* Self-driven, result oriented with positive outlook, Strong interpersonal skills and sensitivity
* Relationship building, An analytical approach to problems, ability to manage teams effectively
* Able to work under pressure of deadlines.

**ACADEMIC QUALIFICATION:**

**Higher secondary:** intermediate science with 62%.

**Secondary:**  Matriculation with 52%.

**PROFESSIONAL QUALIFICATION:**

B.C.A from MCRP University with 68%

**TECHNICAL SKILLS:**

Operating system: Window98, XP, Vista, Window7, Window8, Linux

Web Analytics: Google Analytics, Google webmasters, Bing webmasters, AHREF etc.

Keyword Research: Google AdWords (Keyword planner), cute rank, Word tracker, self-analysis, Webconfs

CMS: WordPress Customization, magento, Blog creation

Office Tools: MS Office 2007/10/13/16

**PROFESSIONAL EXPERIENCE:**

**Organization 1:** Burgeon Software Pvt. Ltd. (www.burgeonsoftware.net) Oct 2011 to June 2016

**Position:** SEO Executive

**Responsibilities:**

* **Social Media:** (**Facebook Ad campaigning, Face book group promotion, Twitter promotion, LinkedIn promotion, Google+ promotion, Youtube Promotion**, promotion on pinterest, Tumber, scoop, plurk, reddit, delicious & Diggo etc)
* Link building for various theme by one way, two way and 3 way method
* Analyzing Competitor, planning strategies and implementing
* Work on different-2 client website to increasing keyword ranking in search engine, project promotion, traffic generation, keyword research, link building
* Off-page activities: (SBM Submission, Article, blog, PR & Directory Submission, Web 2.0 Creation & Optimization, PPT Submission, Quora & Yahoo Answering, )
* On-page activities: m(eta tag analysis, H1, Title, Description, Keyword, Meta Robots, creating, updating and implementing, content analysis & optimization)
* Web analytics: (Tracking visitor in Google Analytic, monitoring website health in Webmaster, error resolving, )
* On site error check and tech team co-ordination to resolve
* Custom report creation
* Monthly report preparation

**Organization 2:** DhruvSoft Technology Pvt. Ltd. (www.dhruvsofttechnology.com) June 2016 to Feb 2018

**Position:** Sr. SEO Executive

**Responsibilities:**

* **Social Media:** (**Facebook Ad campaigning, Google Ads Face book group promotion, Twitter promotion, LinkedIn promotion, Youtube Promotion**, promotion on pinterest, Tumber, scoop, plurk, reddit, delicious & Diggo etc)
* Analyzing Competitor, planning strategies and implementing
* Work on different-2 client website to increasing keyword ranking in search engine, project promotion, traffic generation, keyword research, link building
* **Off-page activities:** (SBM Submission, Article, blog, PR & Directory Submission, Web 2.0 Creation & Optimization, PPT Submission, Quora & Yahoo Answering, )
* Local business listing with Google, Yahoo, Bing and other website, Classified & Business Listing
* **On-page activities:**(meta tag analysis, H1, Title, Description, Keyword, Meta Robots, creating, updating and implementing, content analysis & optimization)
* **Web analytics:** (Tracking visitor in Google Analytic, monitoring website health in Webmaster, error resolving, )
* On site error check and tech team co-ordination to resolve

**Organization 3:** intellivision Technologies Pvt. Ltd Feb 2018 to till now

**Position:** Sr. Digital Marketing Analyst

**Responsibilities:**

* WhatsApp Marketing, planning strategies and implementing
* Extracting targeted audience database and promotion
* Bulk Email Marketing & planning strategies
* Bulk SMS Marketing & planning strategies, optimization
* Bulk Email Marketing & planning strategies, optimization
* **Social Media:** (Facebook Ad campaigning, Twitter & LinkedIn promotion, promotion on Pinterest, Tumber, scoop, plurk, reddit, delicious & Diggo etc)
* Work on <http://allwebmart.in> to increasing keyword ranking in search engine, project promotion, traffic generation, keyword research, link building
* **Off-page activities:** (SBM Submission, Article, blog, PR & Directory Submission, Web 2.0 Creation & Optimization, PPT Submission, Quora, )
* Local business listing with Google, Yahoo, Bing and other website, Classified & Business Listing
* **On-page activities:** (meta tag analysis, H1, Title, Description, Keyword, Meta Robots, creating, updating and implementing, content analysis & optimization)
* **Web analytics:** (Tracking visitor in Google Analytic, monitoring website health in Webmaster, error resolving, )
* On site error check and tech team co-ordination to resolve

**PERSONAL DETAILS:**

Father’s Name : Kamayan Yadav

Date of Birth : 2nd January 1990

Marital Status : Married

Nationality : Indian

Language Known : English, Hindi & Bhojpuri

Date:

Place: (**YOGENDRA KUMAR**)