

# Nipender Singh

Digital Marketing Expert (SEO, SMM, PPC, ORM, Guest Outreach)

## **Career Objective:**

Seeking challenging, responsible and career building opportunity where I could learn, upgrade, explore and utilize my skills.

## **Job Experience:**

- 7 years plus experiences in SEO, SMO, Onpage and Offpage optimization technique.
- Digital Marketing Expert | Eminence Technology Pvt. Ltd

## **Academic profile:**

- MCA form Center for Management & Technology affiliated to U.P.T.U in 2011.
- B.Sc from Dr. RAM MANOHAR LOHIYA AVADH UNIVERSITY in 2008.
- Intermediate from U.P Board in 2005.
- High school from U.P Board in 2002.

## **Technical skill set:**

I have 7+ years of experience in SEO/SMO/SMM & Content Writing. I can get the best results in marketing with a comprehensive approach. I take care of all aspects of Marketing, which helps you to get a sustainable increase in visitors to your website. In this, I can include Social Media Channel and Complete Search Engine process. It contains competitive analysis, technically fit websites and assistance in content marketing, link building, and performances in social media channels, like Facebook, Twitter and Google Plus.

*Marketing* : Search Engine Optimization SEO - Google, LinkedIn, Youtube, Facebook, Instagram, Twitter ; SMM, SMO ; On-page & Off-page

*Office Productivity* : Microsoft Application (MS word, Excel, PowerPoint, Photoshop, Dreamweaver and Windows live Movie Maker)

## **Certification:**

I am a **Google Analytics Individual** Certified Professional.

### **Key Responsibilities:**

- ✓ **Panda & Penguin Updates:** Successfully achieved the result over the Google main updates.
- ✓ **Optimization** included creating unique title tags, Meta tags (descriptions and keywords), internal navigation (footer text links, content links), Image alt, title tag optimization and optimization of content.
- ✓ **Keyword analysis** –Expertise with Stat counter Analytics, SEO Tool such as Google Ad words, Google Analytics and Webmaster Tool,
- ✓ **Back link analysis of competitors** - Quality of back links, quality of pages the links are placed on and Collecting Quality related sites from competitors.
- ✓ **Competitive analysis** – Viewing top competitor sites for target keywords. Checking optimization techniques applied, analyzing back links and outbound links and strategies used to gain traffic.
- ✓ **ANALYSIS REPORT** - Website Analysis, Competitive Analysis, Business Analysis, Keyword Analysis, Search Engine Optimization Strategy, Initial Ranking Report
- ✓ **ON-PAGE OPTIMIZATION** - Knowledge of Title Tag, Alt tag, Anchor text, Meta Description, Meta Keyword, Keyword Research, Image Optimization, Content Optimization, Navigation Structure, Stat counter & Google Analytics Details, Google Webmaster Tools, Robots.txt Optimization, HTML Sitemap creation and Google XML Sitemap Creation.
- ✓ **OFF-PAGE OPTIMIZATION** – Knowledge of Manual Relevant Directory Submission, One way link building, Article submissions, Press Release Distribution (per Press Release), PPT Creation and Submission, Audio Submission, Profile Creation, PDF Submission, Classified Submission, Image Submission, Business Listing, Infographics Submission, Local Listing Submission, Video Submission, Forum Posting.
- ✓ **SOCIAL MEDIA MARKETING** - Knowledge of Social Bookmarking, Social Networking Profiles creations, Social Networking Profile Optimizations, Content, Video Sharing Optimization, Blogging, Blog Optimization.
- ✓ **REPORT STATUS** - Search Engine Ranking Reports, Monthly Work status reports (Detailed)

### **Job Profile Achievements:**

- ✓ As a search engine optimizer, I have placed on the #1 page in the major search engines.
- ✓ Experience using website analytics such as Google Analytics, and Index Tools, Knowledge of various SEO Sites, Blogs and Forums that play a key Role in Updating the Knowledge base and Techniques used in Current Scenario.

### **Project Details:**

I have developed and optimized the following websites, and I have got better search engine ranking for many keywords, in major search engines like **Google, Yahoo, & Bing**.

### **#1 TRULY BEAUTY**

URL: <https://www.trulybeauty.com/>

DELIVERABLES: PPC/ SEO/ Advance Trackings

Facebook URL: <https://www.facebook.com/trulybeautyofficial>

Instagram URL: <https://www.instagram.com/trulybeauty/>

Twitter URL: [https://twitter.com/truly\\_beauty\\_](https://twitter.com/truly_beauty_)

Pinterest URL: [https://www.pinterest.com/truly\\_beauty/\\_shop/](https://www.pinterest.com/truly_beauty/_shop/)

\*This is one of my projects related to health and beauty.

\*I have generated so many leads for them and increase the ROI of the business.

### **#2 VANIYE(Cake and Pastry Shop)**

Facebook URL: <https://www.facebook.com/Vaniye/>

Instagram URL: [https://www.instagram.com/vaniye\\_patisserie\\_official/?hl=en](https://www.instagram.com/vaniye_patisserie_official/?hl=en)

### **#3 HAWAIIAN BEACH RENTALS**

Instagram URL: <https://www.facebook.com/hawaiianbeachrentals>

Facebook URL: <https://www.instagram.com/hawaiianbeachrentals/>

### **#4 MASSAGE CHAIR PARADISE**

URL: <https://www.messagechairparadise.com/>

DELIVERABLE: SEO/SMM/PPC/Google AdWords/Link Building/E-Mail Marketing

Facebook URL: [https://www.facebook.com/messagechairparadisehawaii/?modal=admin\\_todo\\_tour](https://www.facebook.com/messagechairparadisehawaii/?modal=admin_todo_tour)

Instagram URL: <https://www.instagram.com/messagechairparadise/>

**Declaration:** I Nipender Singh, hereby declare that the above-mentioned information is true to the best of my knowledge and belief.

**Date:** 8<sup>th</sup>, June, 2022