



RINKU SINGH

DIGITAL MARKETING MANAGER

OBJECTIVE

To achieve excellence in digital marketing through continuous learning and innovative work.

To be in healthy and futuristic work environment where I have opportunities to learn and enhance my knowledge.

PERSONAL SKILLS

- Good interpretation and analysing skills
- Brief knowledge about Digital marketing.
- Work confidently within group
- Managing time effectively to achieve task before deadline
- Respect the Interpersonal Sensitivity
- Plan and organize task Effectively
- Basic understanding of computer skills
- Artistic, analytical, reliable, results-oriented, team player.

CONTACT

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SOCIAL

www.facebook.com/rinkukikku

www.twitter.com/RinkuDujana

www.linkedin.com/rinku4287

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

Advancells | May, 2022 - Present

- Handling and Guide a team of 5 members including Content Writer, SEO Executives, Graphic and Video Editor, Web Developer and SMO Executive.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights Brainstorm new and creative growth strategies

DIGITAL MARKETING MANAGER

XLI- Excel India | March, 2021 - April, 2022

- Branding Management, Digital Marketing, Google Analytics, Facebook Ads, Google Ads, Strategy Planning, SMO, SEO, Lead Generation

ECOMMERCE AND DIGITAL MARKETING MANAGER

THE WEDMARKETT & Mine N Yours | June 2020 - Feb, 2021

- Ecommerce Management and Digital Marketing Activity
- SEO, SMO, GRAPHIC DESIGN, SMM, SEM, GOOGLE ANALYTICS, GTM
- Ecommerce Promotion, Lead Generation

DIGITAL MARKETING MANAGER

DEFANTAISA Pvt Ltd | April 2019 - April 2020

- Handle all SEO and SMO activities of 3 Portals..
- Graphic Designing, Google Adwords, Google Analytics, Etc.
- Public Relation- Digital, Wordpress Developer.

ASSISTANT DIGITAL MARKETING MANAGER

Shabd Viraksh Pvt Ltd| Oct 2017 - March 2019

- On-Page SEO & SMO activities, Graphic Design & YOUTUBE. SEO

DIGITAL MARKETING EXECUTIVE

I LEAD GURU Pvt. Ltd| Aug 2012 - Sept 2017

- On-Page SEO & OFF Page SEO, Social Media Analytics.
- SMO, Email Marketing, Graphic Design, Google Analytics.
- Social Media Paid Ads & Google Adwords, Lead Generation.

EDUCATION

BACHELOR OF TECHNOLOGY, INFORMATION TECHNOLOGY

Uttar Pradesh Technical University | 2008 - 2012
First Division with 65.58%.

INTERMEDIATE AND HIGHSCHOOL

UP BOARD | 2005 & 2007
Second Division with 57% in 10th and 59.6% in 12th.

Expertise

Search Engine Marketing:

Google Ad-words.

Social Media Marketing:

[Facebook, Twitter, LinkedIn, Instagram, YouTube]

Web Analytics:

Google Analytics, Google Webmaster

Email Marketing:

OptIn-MailChimp, Gmass.

Strategy & Intelligence:

Moz, SEMrush, Aherf, Buffer, SmallSEOTools.

A/B Split Testing:

Google Analytics, Google Adwords, FB Business Manager etc.

Video Marketing & Management:

powtoon.com, Youtube.com, Vimeo.com, etc.

Content Management System:

WordPress, blogger.

Graphic Designing:

Photoshop, Illustrator, CANVA

Other Skills:

MicrosoftExcel, PowerPoint, MicrosoftWord,

CERTIFICATIONS

CDMC & CDME FROM DIGIPERFORM- NOIDA | 2018

Completed with the certification in Google adword, Facebook, SEO, SMO, Email Marketing, and Wordpress. An overall certification of all digital marketing tools.

Advance JAVA: 2011

Completed certificates form Ducat, Noida

Personal Information

Religion: Hindu

Gender: Male

D.O.B: 15 Feb 1991

Corporate Information

Experience: 10 Years

Current Salary: 6.0 LPA (In-hand)

Expected Salary: 10-12 LPA (In-hand)

Notice Period: 30 Days

Current Location: Greater Noida

Languages Known:

English Read,Write,Speak

Hindi Read,Write,Speak