

CURRICULUM VITAE

Chandra Pal Singh

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Objective:

To work in an organization where professionalism and enthusiasm is recognized and to work continuously towards excellence while increasing my technical skills & professional expertise.

EXPERIENCE SUMMARY:

- Currently working as **Digital Marketing Manager** in **Crystal Hues Limited, Noida**, from March-2022 to till date
- Over **12+ Years** of Experience in Digital Marketing Like SEO, SEM, Google AdWords, Facebook Paid, Performance Marketing, Lead Generation, Web Analytics, Email Marketing, Social Media

Past Experience:

- Worked as Digital Marketing Manager in Unique Publishers, from Feb 2021 to March 2022.
- Worked as Sr. SEO Executive in Wezen Education Pvt. Ltd., from March 2017 to Feb 2020
- Worked as SEO Executive in Chronicle Publications, Noida, from Aug 2014 to Dec 2017
- Worked as SEO Executive in Handygo Technologies, New Delhi, from Feb 2012 to Jun 2014

Technical Work Experience

Skills: SEO, SMO, SEM (Google AdWords, Facebook Paid), Email Marketing, Performance Marketing, Web Analytics, Data Analyst, Content Marketing, Manage Marketing Budgets and ROI Metrics. Microsoft Calrity, Google ads Conversion, Tracking, FB Pixel Conversions Tracking, Facebook Conversion API setup, LinkedIn Insight

Tools: Semrush, Ubersuggest, Google Analytics GA4, Search Console, GTM, Google Trends, Asana, Trello, Google Keywords Planner, Stat Counter, Looker Studio

Google Analytics (GA/GA4) Expert:- Expertise in Page view set up via GTM, Real-Time reporting, Audience reporting, Acquisition Overview, Cross-Domain Tracking, Organic Referral Traffic overview, Custom Dimensions, Segments, Behavior Analysis, and behavior flow, Treemaps, Search console linking with Analytics, Linking Analytics with Google Ads, Landing and Exit pages overview, Site speed overview, classic E-commerce event tracking, Conversion tracking, Goals Overview and set up, Funnel visualization, Goal set up with funnel, Enhanced E-commerce transaction tracking, Setup GA4 using gtag or GTM.

Google Tag Manager (GTM) Expert:- I got expertise in Google tag manager (GTM) tracking code deployment and publishing on the website either manually or plugin or app. I am well versed in tracking any event or pageview with the help of GTM. I manage setup and firing various tags and triggers for custom HTML, AJAX event tracking, form submissions, scroll tracking, video views tracking, Facebook pixels conversion tracking, facebook pixel event tracking using custom HTML code. I am expert in managing and creating data layer variables, custom event, custom javascript variables, DOM Element, Lookup table, Javascript variable & 1st party cookie variable. I do implement a JSON-LD schema code Google Tag manager.

- GA4 Configuration and Setup
- Google Ads Conversion Tracking

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- Microsoft Clarity
- Crazy Egg tracking
- Conversion Linker
- Hotjar tracking code
- Facebook pixel event tracking using custom HTML code (Add to cart, purchase, complete registration, app install, video views, page views, schedule, search, subscribe, view content)
- Setting variables and schema implementation using Google Tag manager
- Bing Ads Universal event tracking
- Twitter Universal website tag implementation

Google Search Console (GSC) Expert:- Indexing, Performance, Coverage, URL Inspection, Mobile Usability, AMP, Sitelinks, Crawl Errors, HTML Improvements, Structured Data Errors and Suggestions, Data highlighter, Sitemap Indexing, International targeting, Search metrics, and Link analysis.

Google Ads Management:-

- * Search Campaign
- * Display Campaign
- * Re-Marketing
- * Youtube Campains
- * Google Ads (Text Ads, Display Ads, Video Ads, Responsive Ads, Banner Ads etc)
- * Google Keyword Planner Tool Expert for Extensive Keyword Research (Exact, Broad, Phrase Match)
- * Competitor Analysis for keywords, Strategy, and text ideas.
- * Expert in campaign structure, keyword research, ad creation, & ad group optimization
- * Dynamic Search Ads Display
- * Quality Score and Landing Page Optimization
- * Conversion tracking
- * Geographic targeting (for local businesses)
- * Google Analytics connection & analysis
- * Monthly Campaign Statistic Reporting using high-end management tools

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PROJECT DETAILS:

Crystal Hues Limited

Position: - Digital Marketing Manager (March 2022 – Till Date)

<https://www.crystalhues.com/>
<https://www.chllocalization.com/>
<https://www.ics-dubai.com/>
<https://fairgaze.com/>
<https://www.chlsofttech.com/>
<https://www.indiaisus.com/>
<https://studyabroad.fairgaze.com/>
<https://mun.fairgaze.com/>
<https://sdg.fairgaze.com/>
<https://indiaasisee.fairgaze.com/>
<https://www.voiceovergrid.com/>
<https://www.chlworldwide.com/>

Unique Publishers

Position: - Digital Marketing Manager (Feb 2021 – March 2022)

<https://www.uniqueshiksha.com/>
<https://www.uniquepublishers.in/>

Wezen Education Pvt. Ltd. (Classic Infra Services)

Position: - Digital Marketing Manager (March 2017 – Feb 2020)

<https://www.classiciasacademy.com/>
<http://www.colluni.com/>
<http://www.classicinfraservices.com/>

Chronicle Publications, Noida

Position: - Sr. SEO (Aug 2014 - Dec 2017)

<http://www.rockstand.in/>

Handygo Technologies, New Delhi

Position: - Sr. SEO (Feb 2012 - Jun 2014)

<http://www.rockstand.in/>

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Professional/Educational Qualification:

- M.C.A (Master of Computer Application) from Galgotia's college of engg. And technology, Greater Noida in 2010.
 - Bachelor Degree in Science (B.Sc.) with from St. Andrews College, Gorakhpur in 2006.
 - Intermediate completed in 2003 from U.P Board
 - High School completed in 2001 from U.P Board
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PERSONAL PORFILE:-

Fathers name	-	Brij Raj Singh
Date of birth	-	15-06-1987
Gender	-	Male
Status	-	Married
Language proficiency	-	English, Hindi

DECLARATION:-

I ensure here by that all the information is true to the best of my knowledge and I bear the responsibility for the incorrectness of the above-mentioned particulars.

Place:-

Date :-

(CHANDRAPAL SINGH)

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