

Amit Kumar

Mobile No: 9760013172

Mail ID: aklodhi126@gmail.com

Sikandrabad Distt: Bulandshahr pin code 203205 (Uttar Pradesh)

DIGITAL MARKETER

A Digital Marketing Specialist with over 6 years of experience crafting and executing digital marketing campaigns that drive website traffic, and generate qualified leads. Possessing deep expertise in **SEO** and **SMO**, and **PPC**, I've consistently increased organic search visibility and fostered social media engagement. Beyond campaign execution, I bring a strong understanding of brand building and online reputation management, coupled with experience in project management and leading teams to ensure seamless campaign delivery and maximum impact.

KEY COMPETENCIES

SEO (On, Off, Technical SEO)
Search Engine Marketing
Social Media Marketing

Report writing and presenting
Google Analytics/ GSC
Client Handling/Project Management

Canva, Invideo, Ahrefs, Moz,
Google/Bing Ads Management
Media Buying

PROFESSIONAL EXPERIENCE

Zenesys Technosys

July 2024- Present

Assistant Digital Marketing Manager

- Conduct a full website audit to find areas where performance and user experience can be improved.
- Analyze SEO metrics using tools like Google Analytics and Search Console to track performance, identify gaps, and optimize strategies for ongoing growth.
- Review and plan the content calendar for the upcoming week, filling any gaps where needed.
- Brainstorm content ideas, proofread, and publish content for branding and awareness on the website.
- Manage social media accounts (Facebook, Instagram, LinkedIn, Twitter) and assign tasks based on team strengths.
- Run and optimize paid campaigns such as PPC and Bing Ads to improve results and ROI.

HashStudioz Technologies

March 2023 - July 2024

Digital Marketing Manager

As a Digital Marketing Manager, my primary responsibility is to develop and execute digital marketing strategies that drive traffic, engagement, and leads. I leverage analytics platforms like Google Analytics and GSC to meticulously track key metrics like organic traffic, conversion rates, clicks, and impressions. This data-centric approach has fueled a 50% growth in our overall digital marketing performance.

Here are some specific ways that our efforts have contributed to growth in organic traffic:

- Conducting a comprehensive technical audit to identify issues that were impacting website performance and user experience.
- Collaborate with cross functional team to fix technical issues impacting performance and user experience.
- Work with content creators to ensure content is optimized for search engines and provides a seamless user journey.
- Leverage social media marketing to generate organic traffic on website.
- By creating high-quality content that is relevant to our target audience.
- Create strategy, and assigning task to the team according to their expertise.
- Monitor and analyze key metrics to measure the effectiveness of paid media campaigns.

Online Marketing Team Lead

- Comprehensive website audit to identify areas for improvement in performance and user experience.
- Analyze SEO metrics using industry-standard tools like Google Analytics and Google Search Console to measure campaign performance, identify areas for improvement, and optimize strategies for continual growth.
- Review the content calendar for the next week and identify any gaps that need to be filled.
- Content ideation, proofreading, and publishing on the website for branding and awareness
- Handle social media accounts such as Facebook, Instagram, LinkedIn, and Twitter and assign tasks to the team according to their strength.
- Analyze the results of the efforts and prepare reports to share with stakeholders.

360 Realtors**March 2019 - March 2021****Sr Online Marketing Executive**

I was responsible for developing and executing SEO strategies to improve the company's website ranking in search engine results pages (SERPs) and drive organic traffic. This includes monitoring key metrics such as organic traffic, conversion rates, and time spent on pages using platforms such as Google Analytics, as well as monitoring and evaluating search results and search performance across the major search channels.

Duties and Responsibilities:

- Develop and execute SEO strategies to improve the company's website ranking in SERPs and drive organic traffic.
- Monitor key metrics such as organic traffic, conversion rates, and time spent on pages using platforms such as Google Analytics.
- Monitor and evaluate search results and search performance across the major search channels.
- Conduct keyword research to identify relevant keywords to target.
- Content ideation, proofreading and publishing on the website for branding and awareness
- Social Media Campaign Management

IQ Infotech**Dec 2017- Jan 2019****Digital Marketing Analyst**

Here mainly worked on creating backlinks, regularly posting on social media, and providing monthly reports to clients about progress. My work includes

- I develop engaging social media content calendars for platforms like Facebook and Instagram
- Track key performance indicators (KPIs) Track key performance indicators (KPIs)
- Work on SEO project, perform on page optimization and backlink activity.
- Create a Backlink of in House project
- Craft engaging social media content

Education and Certification**MBA (Finance / Marketing)**

Vishveshwarya Group Of Institution, Greater Noida

BCA (Computer Application) 2011 - 2014

JS. PG. College Sikandrabad,

Intermediate (PCM, English, Hindi) 2010 - 2011

SVM Inter College, Sikandrabad

Certification

- Digital marketing diploma from Ducat
- Google Analytics Individual Qualification
- Google My Business Basics
- Semrush Siteaudit Certificate

Declaration

I hereby state that the information furnished above is true to the best of my knowledge.