

VINAYAK KASHYAP

DIGITAL MARKETER

+91-9811699679

vinayakkashyap11@gmail.com

25/3 St.no 39 Reghar Pura, karol
Bagh, New Delhi - 110005

I'm vinayak kashyap, I have been working as a Digital Marketer for more than 3 years. I love to design for branding. I believe in learning and growing in the vast area of marketing, sales & designs. I was also successful in generated more than 4000* organic b2b leads, that increased my company's sales.

AREA OF EXPERTISE

- **Visual Designing** : Creative & esthetic designing for ecommerce websites, amazon etc. Rendering product mockups for social media posts & Ad. campaigns from tools like canva, crello, figma etc.
- **Organic Lead Generation**: I help B2B business by generating organic leads that gives maximum sales with virtually no ad-spends with the help of various social media platforms.
- **On-Page SEO**: Keyword Research, Title Tags Optimization, Meta tags Optimization, Image Optimization, Content Optimization, Sitemap (HTML & XML), Broken Links fixing, Creation of Customized 404 Error page, Mobile Optimization, Design Optimization, Local Optimization.
- **Off-Page SEO**: Business Citations, Competitor's Backlink Analysis, Blog Submission, Article Submission, Blog Commenting, Blogging, Infographic Outreach, Photo Sharing, Local listings, Classifieds Submission, Participation in Q&A sites and much more.
- **Social Media Marketing**: Facebook(Creating groups and actively participating in them), Twitter, LinkedIn, Google, Pinterest, Instagram, Organic and Inorganic leads.
- **Search Engine marketing** : Google AdWords, Facebook & Instagram Ads, Amazon PPC YouTube Ads.
- **SEO Tools**: Google Analytics, Webmaster Tool, Google Keyword Planner, Structured Data,Testing Tool, PageSpeed Insights and many other third party tools.
- **Amazon Account Complete Management**: Onboarding, Listings, Highly Creative A+ Listings, Brand Registry, Amazon ads, Increasing Sales Volume Etc.

SKILLS

- Graphic Designing Through Canva
- Organic Lead Generation
- Website Creation through Wordpress / Woocommerce
- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- Facebook Ads

EXPERIENCE

EMPLOYMENT DETAILS

COMPANY - VMS BATHWARE PVT. LTD (BRAND - GRAFDOER)
DESIGNATION- DIGITAL MARKETING MANAGER /1 AUGUST 2024 - CURRENT.

ROLE AND RESPONSIBILITY

- Created and maintained professional website using the WordPress platform.
- Facilitated brand awareness by collaborating with social media influencers and managing online communities.
- Contributed to the creation and implementation of brand identity elements, including brand kits, product design, and packaging.
- Actively generated leads through various channels, including social media, B2B websites, and email marketing.
- Designed visually appealing product catalogs to maximize consumer attention and drive conversions.
- Helping in establishing brand identity such as brand kit, deciding all product design such as product packing, design elements color palletes etc .
- Worked closely with cross-functional teams to understand client needs and deliver effective solutions.
- Provided sales teams with insights and recommendations based on sales data to enhance customer conversions.
- Managing various social media platforms, sales channels and ecommerce accounts to increase online visibility, brand awareness and sales conversions.
- Managed and optimized multiple digital marketing channels, including social media, SEO, SEM, PPC, and email marketing.

EXPERIENCE

EMPLOYMENT DETAILS

COMPANY - ZILLION OVERSEAS (CRAFTVILLA INDIA)

DESIGNATION- DIGITAL MARKETER /1 AUGUST 2020 - 26 JULY 2024.

ROLE AND RESPONSIBILITY

- Website creation on WordPress platform.
- Liason with social media influencers for brand awareness.
- Help creating & developing stall designs and getting it approved.
- Generating leads on a daily basis from different social media platforms, B2B Website sources etc
- Creating designer product catalogue to maximum consumer attention & conversions.
- Searching for new products in the market and creating a range from ground up.
- Helping in establishing brand identity such as brand kit, deciding all product design such as product packing, design elements color palletes etc .
- Coordinate with team members & other department to understand their nature of clients to drive meaningful lead conversions.
- Suggesting and implementing integrated software for both sales & accounts team i.e for eg. i have introduced Cygneto sales software for all fso and Biziverse Crm for sales and accounts which has increase their efficiency by 10-20%.
- Work closely with sales team and assess their requirements to boost sales opportunities and increase customer conversions by providing suggestions in accordance to previous sales records.
- Helping sales team to appoint various distributors & CNF in different states through facebook & whatsapp marketing free of cost.
- Managing various social media platforms, sales channels and ecommerce accounts to increase online visibility, brand awareness and sales conversions.
- Managing SEO, SMO, SEM, PPC, E-mail marketing.
- Create plans, and execute resourcefully and creatively.
- Build brand strategy for the company to maximize profits.
- Suggesting potential high sales volume products by observing market competition.
- Used Google Analytics website traffic and user behavior.

EXPERIENCE

EMPLOYMENT DETAILS

COMPANY - BRANDBLOWER / DESIGNATION- INTERN/ 8 MONTH

ROLES AND RESPONSIBILITY

- Managing SEO, SMO, SEM, PPC, E-mail marketing.
- Website creation.
- Create plans, and execute resourcefully and creatively.
- Coordinate with team member and other department to build process strongly & effectively
- Build strategy for the project as per requirement.
- Used Google Analytics website traffic and user behavior.

SEO RESPONSIBILITY

- Managing SEO (On page + Off page).
- Analysis, Tracking, User Behavior & Targeted audiences for project
- Includes complete On Page and Off Page Optimization, Google Analytics & Webmaster monitoring, Keyword research and finalization, Keyword analysis, URL optimization and creation, meta tags creation, heading tags, sitemap creation, content analysis, keyword density analysis, optimization of landing pages, Image optimization, blog submission, article submission, social bookmarking etc.

SMO RESPONSIBILITIES

- Social media profile management.
- Creation of social media pages on all social platforms.
- Monitor what the competition's doing on social.
- Research the Social Media Industry.
- Come up with new experiments.
- Creation of 1-month plan for every month.
- Respond to inbound social messages.
- Find and engage with potential customers.
- Create and managing paid ads on Facebook, Instagram & Adwords

EDUCATIONAL QUALIFICATION

- Completed Digital marketing Program from IIADM, Dwarka , New Delhi, India
- Completed Digital marketing INTERNSHIP PROGRAM from IIADM
- Completed B.A in Arts From Mahatama Gandhi University, Delhi, India in 2016
- Completed 12th from St. Michael Secondary School, New Delhi.