



Vikram Kumar

Master of Business Administration (MBA)

(Digital Marketing Manager)

“To secure a challenging position in this organization in order to improve my skill and work for the growth of the organization.”

Contact

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Address

Sector 71, Noida Uttar Pradesh-201301 (India)

ACADEMIC DETAILS

2020

Master of Business Administration From Dayalbagh Educational Institute, Agra, Uttar Pradesh

2014

Information Technology Training (ITT) From The Institute of Chartered Accountant of India

2013

Bachelor of Commerce From Dr. Jagannath Mishra, college, Muzaffarpur, Bihar

PROFILE SUMMARY

Currently working with Choco Court, Noida Uttar Pradesh as a Manager from May 2021. I have 4 years of experience in Digital Marketing and 2 Year Experience in Accounting.

ROLES & RESPONSIBILITIES

Our job responsibility is SEO on-page, off-page, Provide Valuable Data for Off-Page Activity. Website Audit, Keyword Research, Google Analytics, PageSpeed Insights, Google My Business, Google Search Console, Meta Ads (Facebook & Instagram), Whatsapp & Email Marketing and Google Ads. A result-driven Digital Marketing. Executive who drives growth through effective and innovative marketing strategies. Filling of Goods and Service Tax (GST), Generate E-way Bill. Looking after preparation of all types vouchers like Sales, Purchase, Goods and Service Tax (GST) Registration, MSME Registration, Shop Act Registration.

SKILLS

- On-Page SEO & Off Page SEO
- Graphics Design with Canva
- Google Ads
- Meta (Fb & Insta) Ads
- Google My Business
- Whatsapp Marketing
- Email Marketing
- Website Speed Testing
- Website Audit
- Content Audit
- Social Media Optimization
- Keyword Research
- Brand Strategy
- Google Trending

PERSONAL DETAILS

- Date of Birth

10 January, 1994

- Language

Hindi & English

- Father's Name

Sri Bhupendra Singh

- Permanent Address

Vill+Post - Geyaspur
Muzaffarpur, Bihar-843107

WORK EXPERIENCE

05/2021-Till Now, Manager Choco Court

Location : Noida Uttar Pradesh-201301 (India)

Responsibility : Search Engine Optimization (SEO) On-Page SEO & Off- Page SEO, Graphics Design with Canva, Meta Ads, Google Ads, Keyword Research, Google Trending, and Google My Business.

2018- 2020 MBA

2017- 2018 Prepare for CA Exams

03/2015- 04/2017, Article Ship

Kumar Vijay Gupta & Co

Location : Gurugram (HR) India

Responsibility : Accounts, Internal Audit, Shop act registration, Value Added Tax (VAT)

04/2014-03/2015, Article Ship

Batra Harish & Co.

Location : New Delhi, India

Responsibility : Accounts

EXTRA ACTIVITIES

- Digital Marketing from Fiducia Solutions Institute, Noida, UP
- Attended the Alumni meet of D.E.I in IIT Delhi campus
- Attended the 15 days General Management and Communication Skills-1 Course Organised by Northern India Regional Council of ICAI in June, 2014 Successfully completed
- Computer Training Course organised by The Institute of Chartered Accountants of India in March, 2014
- Attended the 35 hours Orientation Programme Organised by Northern India Regional Council of ICAI in February, 2014

SUCCESSFUL CAMPAIGNS

Ads IE Investment Experts (14312408342... Updated 6 minutes ago Review and publish

Search and filter

Campaigns Ad sets Ads Dec 24, 2024

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

Off / On	Ad	Ad set	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	Civitech Santoni Sector 16B		Dec 26, 2024, 3:5... 3 days ago	7-day click or ...	4 Facebook leads	621	806	₹126.71 Per On-Facebook Leads

Ads IE Investment Experts (14312408342... Updated just now Review and publish

Search and filter

Campaigns Ad sets Ads Dec 27, 2024

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

Off / On	Ad	Ad set	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	THE FLAGSHIP			7-day click or ...	2 Facebook leads	4,890	5,148	₹278.00 Per On-Facebook Leads

adsmanager.facebook.com/adsmanager/manage/ads?act=742963090905899&nav_entry_point=comet_bookmark&date=2024-12-28_2024-12-30&comparison_date=&insights_date... Updated just now Review and publish

Search and filter

Campaigns Ad sets Ads 28 Dec 2024 - 29 Dec 2024

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

Off/On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking
<input type="checkbox"/>	VKV GROUP OFFER for website	25 Dec 2024, 19:15 4 days ago	7-day click or ...	8 On-Facebook leads	425	477	₹20.35 Per on-Facebook leads	Ad relevance

adsmanager.facebook.com/adsmanager/manage/ads?act=742963090905899&nav_entry_point=comet_bookmark&date=2024-12-07_2024-12-30&comparison_date=&insights_date... Updated just now Review and publish

Search and filter

Campaigns Ad sets Ads 7 Dec 2024 - 29 Dec 2024

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

Off/On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking
<input type="checkbox"/>	VKV GROUP Awareness campaign	15 Dec 2024, 11:12 14 days ago	7-day click or ...	284,975 Reach	284,975	292,624	₹2.14 Per 1,000 people reach...	Ad relevance