

VIVEK KUMAR

DIGITAL MARKETER

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PROFESSIONAL SUMMARY

A motivated and detail-oriented **Digital Marketing Executive** with over 3+ years of experience in SEO, ORM, SMO, Meta, and Google ads. Skilled in implementing effective digital marketing strategies to improve online visibility, drive traffic, and increase engagement. Proficient in various digital marketing tools, with a strong focus on analytics and optimization to achieve business goals.

EXPERIENCE

Instapower Ltd. –Digital Marketing Executive

Dec 2023 – Present

- Managing **on-page and off-page, Technical SEO** strategies to boost website rankings and organic traffic.
- Strategize social media optimization campaigns across platforms (Facebook, Instagram, LinkedIn) to increase engagement and follower growth. Executed lead generation and brand awareness **campaigns on Meta** optimizing ad creatives and targeting to generate high-quality leads.
- Developing **content for SEO** and creating strategies for Web 2.0 to enhance online presence.
- **Managing Google My Business, And Reviews** Platform maintaining reviews and **ratings**, and improving brand sentiment.
- Enhanced **local SEO** efforts by managing Google My Business profiles, optimizing for location-based keywords, and increasing local citation submissions.
- Published **PR articles** in **Zee News, ANI, and The Print** to enhance brand visibility, SEO, and reputation.
- Developed and executed **WhatsApp Marketing** campaigns to engage with customers and generate leads, increasing overall engagement by 40%.

Atiya Herbs – Digital Marketing Executive

July 2023 – Dec 2023

- **Managed Online Reputation Management (ORM)** for the brand by monitoring reviews, ratings, and customer feedback across platforms like Google My Business and Justdial, ensuring positive brand sentiment
- Handled **Hakim Suleman Khan's social media pages**, including Facebook and Instagram focusing on increasing engagement through organic content creation and follower interaction. Facebook and Instagram, optimizing ad creatives and improving brand visibility For Atiya Herbs.
- Implemented **on-page and off-page SEO techniques** to improve search rankings and website traffic, focusing on keyword optimization and backlink building.

Karma Ayurveda – SEO & ORM Executive

Feb 2022 – July 2023

- Handled **online reputation management**, ensuring positive reviews and maintaining brand image.
- Monitored website performance using **Google Analytics** and **Google Search Console**, and made data-driven adjustments to improve traffic and conversion rates.
- **Implemented comprehensive on-page and off-page SEO strategies**, resulting in a significant increase in organic traffic and higher search engine rankings for targeted keywords.
- **Optimized website content** through keyword research, meta tags, and improved internal linking to enhance user experience and crawlability by search engines. creating strategies for Web 2.0 to enhance online presence.
- Improved local SEO rankings for multiple locations through effective citation and directory submissions.

D.M.D.S. (Digital Marketing Course and Internship)

Aug 2021 – Feb 2022

- completed a comprehensive **Digital Marketing course** covering SEO, SEM, Social Media Marketing, and Google Ads at DMDS, Rohini.
 - Gained hands-on experience during the internship, where I **learned and applied key digital marketing techniques**, including on-page and off-page SEO, content marketing, and social media optimization.
 - Worked on live projects to implement **SEO strategies**, perform keyword research, and monitor performance using Google Analytics and Google Search Console.
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KEY SKILLS

- **SEO (Search Engine Optimization)**: On-page and off-page optimization, keyword research, technical SEO, link-building, content optimization, Google Search Console, and Google Analytics.
 - **SMO (Social Media Optimization)**: Strategy development for Facebook, Instagram, LinkedIn, and Twitter to increase visibility and engagement.
 - **ORM (Online Reputation Management)**: Managing Google My Business, maintaining reviews and ratings, and improving brand sentiment.
 - **Media Relations**: distributing press releases to enhance brand visibility, SEO, and engagement with media outlets.
 - **SMM (Social Media Marketing)**: Creating and optimizing paid campaigns on Facebook, Instagram, and LinkedIn.
 - **Google Ads**: Campaign creation, keyword research, bidding strategies, and optimization for performance.
 - **Website Management**: Experience with WordPress for website updates, product listings, and element integration.
 - **competitor analysis**: analyzing competitors' digital marketing strategies, including SEO performance, content strategies, social media presence, and paid advertising efforts.
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EDUCATION

- **Digital Marketing Certification** – D.M.D.S., Rohini (2022)
 - **Digital Marketing – Google Certified (2022)**
 - **Bachelor of Arts (B.A.)** – Delhi University in (2023)
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TOOLS & TECHNOLOGIES

- Google Analytics | Google Search Console | Google Keyword Planner | SEMrush | Ahrefs | Google Tag Manager
 - WordPress | Yoast SEO | WhatsApp Marketing | Email Marketing | Mailchimp
 - Facebook Ads Manager | LinkedIn Ads | Google Alerts | Hootsuite
 - Microsoft Office Suite (Word, Excel, PowerPoint)
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PERSONAL DETAILS

- **Father Name**: Late Sh. Mahesh Jha
- **Date of Birth**: 14 April 2001
- **Languages Known**: Hindi, English, Maithili
- **Marital Status**: Unmarried
- **Nationality**: Indian