

SUNDRAM SHUKLA



Contact

@ sundramshukla325@gmail.com

9179255244

Civil line Near Sai Temple Satna (M. P.) 485001

Skills

Digital Marketing Search Engine Optimization (SEO) Social Media Optimization (SMO) Pay Per Click (PPC) Google Analytics Google Tag Manager Google Search Console Google Looker Studio WordPress HTML/CSS and JavaScript Data Analysis & Reporting

80%

Languages

Hindi

English

OBJECTIVE

To leverage expertise in digital marketing strategies, including SEO, PPC, social media, content marketing, and analytics, to drive brand growth, enhance online visibility, and achieve measurable business goals. Passionate about creating data-driven campaigns and delivering exceptional ROI through innovative and customer-centric approaches.

CIRTIIFICATE

Google Analytics

Google Tag Manager

Google ads

EDUCATION

Mahatma Gandhi chitrakoot gramoday vishwavidyalaya

BSC

A+

RGPV Bhopal

Diploma in Mechanical Engineering

A+

EXPERIENCE

Strategy Development

Design and implement comprehensive digital marketing strategies to achieve business goals.

Define KPIs for each campaign and align marketing activities with broader business objectives.

Stay updated with industry trends, new tools, and platform changes to refine strategies.

Search Engine Optimization (SEO)

Perform keyword research and optimize website content to improve organic rankings.

Conduct technical SEO audits to ensure website health and performance.

Build and execute effective backlink strategies to enhance domain authority.

Pay-Per-Click Advertising (PPC)

Plan and manage PPC campaigns across platforms Google Ads

Monitor ad performance, optimize bidding strategies, and ensure maximum ROI.

Create and test ad copies, landing pages, and CTAs for better engagement and conversions.

Social Media Marketing

Manage and grow brand presence across platforms such as Facebook, Instagram, LinkedIn, and Twitter.

Develop and execute both organic and paid campaigns tailored to platform-specific audiences.

Engage with followers, respond to queries, and monitor social listening for insights.

Content Marketing

Plan and create engaging content, including blogs, videos, infographics, and email newsletters.

Optimize content for SEO and user engagement.

Develop content calendars and align them with promotional goals and audience interests.

Analytics and Reporting

Track and analyze the performance of all digital marketing campaigns using tools like Google Analytics, HubSpot, and SEMrush.

Generate detailed reports highlighting KPIs, campaign insights, and future recommendations.

Circadian Communication Analytics Pvt Ltd

Dec-2022

Digital Marketing Executive

- Jan-

Plan, create, and manage pay-per-click campaigns across Google Ads and other platforms.

2024

Design and execute paid social media campaigns on Meta platforms.

Conduct thorough keyword research to optimize campaign performance.

Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.

Created dynamic SEO strategies to exceed market competitors and meet client needs.

Client Handling and Team Management.

Gathering tracking requirements from clients and creating tagging guides accordingly.

Coordinating with client's. Team to implement GA4, Tracking Guide.

Digifinite Solutions Pvt Ltd

May-

SEO Executive

2022 -

Directed traf c growth strategies, SEO, content distribution

Dec-2022

Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.

Utilized Google Analytics to set up, monitor and analyze content success and identify opportunities for content improvement.

Prociency in Wordpress, HTML,CSS

Tool Used- Google Analytics, Google Search Console, Google Tag Manager, Canva, SEMrush, Flickover, ahref



Funneling Media Pvt Ltd

SEO Intern

Keyword Research and Analysis

Creating a backlink for Relevant sites

Worked on SMM

Analyzed SEO outreach goals and presented findings to marketing director.

Helped clients develop website portals and social media pages to promote businesses.

Tool Used- SEMrush, ahref, Keyword Planner, Better Way to web

February

-2022 -

May-

2022