

SAMEER ALI KHAN TANWAR

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DIGITAL MARKETING

Career objective

To get an opportunity to explore and prove my skills in a competitive environment and seek a challenging job that will improve my skills and knowledge.

Professional Summary

Digital Marketer with 1+ years of experience and a proven track record of extraordinary achievements in developing and implementing new digital marketing plans, and coordinating Marketing Interns. Creative professional with a strong determination to perform great work and well-developed critical thinking skills.

Core Competencies

- SEO (On Page, Off Page & Technical SEO)
- SEM [Google Ads]
- SMM (Meta Marketing & Ads, Twitter, Youtube)
- Content Marketing
- Paid Tools (Semrush, Ahref, Screaming Frog, Mangools)
- Email Marketing
- WordPress
- Google Search Console
- Google Analytics
- Keyword Research

Professional Experience

OPICLE {Sr. Executive Digital Marketing (SEO & SEM)}

Feb 2024 - Present

- Proficient in managing PPC campaigns on Google Ads
- Demonstrated success in optimizing budget allocation to achieve campaign objectives efficiently.
- Analyzed campaign performance data to drive strategic decisions and improve ROI.
- Developed compelling ad copy and conducted A/B testing to enhance campaign effectiveness.
- Experienced in keyword research and bid management for maximizing campaign performance
- Handling travel, stock market, Automobile and Real Estate websites
- In PPC Handling 6 Thousand Budget per day
- Handling website SEO and SEM (Search and Display Ads)
- Generating more than 7-8 convertible Leads per day
- In SEO Handling 7-8 website SEO Activities also create SEO Strategy to grow website.
- Working on website on page and technical page SEO and content marketing also content optimization
- Trending Research, Keywords Research, Competitor Analysis Content Strategy

DOORS STUDIO {Executive Digital Marketing (SEO)}

Oct 2023 - Jan2024

- Handling 5 projects at a time
- Working on Complete SEO Activities On-Page, Off-Page & Technical SEO
- Create Quality backlinks, Content optimization, and Websites Layouts
- Meta tags optimization, Creating an on-page strategy, and implement
- Audit the Website Manually and using tools
- Alt Text Optimization, Competitor Analysis, Blog Optimization, Keyword Researching
- URL Optimization, New landing Page Suggestions, Error Finding, and Solving Also redirection
- Footer Optimization, WordPress Handling, Product Description Optimization
- Core Web vitals Issues find and solve and increase website loading speeds
- Reporting using tools Google Analytics and Google Search Console And Many More

ACADECRAFT {Executive Digital Marketing (SEO)}

Jan 2023 - Sep 2023

- Working on 3 projects at a time
- Handling Off-Page Activities Create backlinks
- Keyword researching and keyword ranking Create Off-page Strategies and implement increased traffic
- Remove Toxic Backlinks, Create Quality Backlinks.
- Content Optimization Handling Social media platforms Instagram, Facebook, Twitter, Quora and Pinterest

COURSES

Digital market career program course.
Advance Digital market career program course
Digital Marketing & Strategy.
Fundamentals of digital marketing.

-Skill Academy by Testbook
-Udemy
-Google Coursera
-Google Skill Shop

EDUCATION

Bachelor in arts
12th (PCM), 2019
10th, 2017

-RP Bohra PG College, Buhana (Rajasthan)
-SNK Govt. Sr. Sec. School, Bhaloth (Rajasthan)
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