

CURRICULUM VITAE

Vishal Kumar

Email: vkvishalvishu@gmail.com

Mobile no. : +91 9315074272

Career Objective

A trained Digital Marketing enthusiastic, great learner and a good team player. In addition, I possess an impressive blend of technical and soft skills. I am committed to providing quality output with timeliness.

Career Highlights

- As an **Digital Marketer** in **Brain Techno** (Oct 2023 To May 2024)
- As a **Digital Marketer** in **Easy Recruitz** (Jun 2022 To Oct 2023)
- As an **SEO Executive** in **IMTS** (Jul 2021 To Jun 2022)

Specializations in SEO

On-Page Optimization

Meta Tags Optimization Page content Optimization. Image Optimization, Page Title Suggestion, CRO, Schema, Navigation and footer structure suggestion.

Off-Page Optimization

Directory Submission, Blog Creation, Social Bookmarking, Business, Forum Posting, Profile listing, Video Submission, PR Promotion, Article Promotion, Guest posting, etc.

Digital Marketing Tools:

- GSC, GA, GTM,
- Google Data Studio (GDS).
- Screaming Frog, Mozbar.

My Key Responsibilities As Digital Marketer:

- Keyword Analysis.
- Google keyword Planner tool, AHREFs, SEMRUSH.
- Website Optimization, & Detailed Audit of Website
- Review the traffic reports using Google Analytic
- Content writing, and Copywriting

Social Media Management

- Monitored social channels and engaged with audience members in a timely and professional manner.
- Produced content for social media platforms including Facebook, Twitter, Instagram, and LinkedIn.

Responsibilities As Social Media Management

- Social Media Management Facebook, Instagram, LinkedIn, Twitter, WhatsApp.
- Paid Advertising (Facebook Ads, Instagram Ads, Google Ads.)
- Community Management, Brand Awareness
- Graphic Design (Adobe Photoshop, Canva)
- Social Media Analytics

Email Marketing

- Conducted competitor analysis to identify opportunities for improvement and maintain a competitive edge.
- Analysis of CTR, Open rates, unsubscribed mail or database, Spam Details, Bounce Rate of the Campaigns.

Tasks As EMail Marketer

- Creating Email Marketing Campaigns and Templates
- Data Analysis and Reporting
- HTML/CSS for Email
- CRM Integration
- Tools: Stripo, Mail Chimp, Sendclean, Sendinblue,
- Campaign Performance Metrics

Soft Skills

MS Office (Ms Excel, Ms Word, Ms Powerpoint).

HTML & DHTML

Python

JAVA Script

C & C++.

Educational Qualification

- Bachelor's in Computer Application (MDU Rohtak) 2019-24.
- 12th CBSE - 51% , 2019
- 10th CBSE - 70% , 2017

Personal Information

Date of Birth: - 27 Dec, 2001

Address: - New Delhi

Gender: - Male

Declaration

I hereby declare that above mention all the information is correct to my knowledge.