

Vishal Gupta

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Career Objective:

“To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEO and Digital marketing skills, Social Media Marketing, SEM and Digital Marketing.”

Education Summary:

- Completed Masters in commerce (M.COM) from Allahabad University.

Profile Summary:

A Digital Marketing Professional with over 18 months of Experience in Social Media Marketing SEM, SMM, PPC, SEO.

- SEO
- SEM
- SMO
- PPC
- Google Ad words
- Display marketing
- Google Analytics
- Google Webmasters
- HTML
- WordPress
- Adobe Photoshop
- Adobe Illustrator
- MS Office

- Search Engine Optimization (SEO).
- Experience in ON page optimization like Keyword research, content optimisation, title tags, Meta tags, Meta description, internal page linking, image alt tags, h1 tags etc.
- Experience in OFF page optimization like directory submission, article submission, blog creation, social media promotion, forum posting and link building.
- Search Engine Marketing (SEM),
- Good knowledge of Google AdWords, PPC marketing and Google ad-sense for client accounts.
- Good knowledge of managing different social media portals like Facebook, Twitter, LinkedIn, Google+.
- Google analytics, web analytics, market research including online consumer behaviour, understanding search engine behaviours.
- Analysing requirement and involves in implementing Search Engines Marketing plans, Operational strategies like Keyword research, Competition analysis, Site analysis, Web Marketing Strategies etc.
- Experience with WordPress and Adobe Photoshop.
- Having a good knowledge of web design. HTML.
- Proficient in Microsoft office.

ORGANISATIONAL EXPERIENCE:

1- Scimox product and services pvt. ltd.

Digital Marketing Specialist
02-April-2020 to July 2021

2- Uttar-Pradesh Kaushal Vikas Mission (Concept Communication)

Social Media Manager
01-August-2021 to 05-October-2021

3- Political Campaigns (Social Media Campaigns)

- Patti Vidhan Sabha (Pratapgarh)
- Sujampur Vidhan Sabha (Himachal Pradesh)
- MCD Election Delhi

4- Dental Clinic (Complete Dental Care) Jankipuram

Social Media Marketing
(Facebook / Instagram / Google My Business)

5- Work for Local News Channel –

- **The Indian opinion news channel (Lucknow)**
(Facebook / Instagram / Twitter / Koo / Youtube / Website)
- **Manvi Samay**
(Facebook / Instagram / Twitter / Koo / Youtube / Website)
- **Sunshine Samay**
(Facebook / Instagram / Twitter / Koo / Youtube / Website)
- **Times Today (Sultanpur)**
(Facebook / Youtube)
- Samachar Kyari news Channel (Delhi / Haryana)
(Facebook / Instagram / Twitter / Youtube / Website)

Websites Develop :

- Gurumantraacademy.com
- Scimox.com
- Lawpreptutorial.com
- Uniqututorial.com
- Manvisamay.com
- Theindianopinionnews.com
- Divyangam.com
- Theinfinityenterprisess
- Bharatyatra.co.in

- **Planned & executed digital marketing strategies** with focus on achieving defined business objectives across B2B & B2C domains
- **Established digital marketing ecosystem** consisting of technology, data processes, and people
- Collected leads and email addresses of the target audience with using special growth hacking techniques to be imported into email software and HubSpot Inbound Marketing Software.
- Creating and shooting email marketing campaigns in Mail Chimp sent to specific lists.
- Worked with various departments to generate collateral for promotions, direct marketing (email, newsletter, advertisements as well as website content updates).
- Prepared engaging strategic digital marketing plan to market the software with competitor analysis and research.
- Increased lead volume by 25% & brought CPL down by 15% on a quarterly basis
- Attained 45% of overall new customer addition through online channel
- Reviewed new technologies and suggestions to implement the same through various initiatives in the marketing domain
- coordinated with the Graphic Design Team to get graphics and website work was done.
- Shared creative ideas in marketing to take the company software to new heights of success.

Search Engine Optimization (SEO)

- **On Page Optimization**-Website Navigation & Architecture, Meta Tags, Heading Tags, Interlinking between pages, Image optimization, Content Optimization, Web-Site Editing & Designing

- **Off Page Optimization**-Article Submission, Blog Submission & Forum Discussion, Social Bookmarking, Niche Directory Submission, Video Optimization,

Social Media Optimization (SMO)

- Strategically planning and executing marketing campaigns leveraging Social Media Channels (Facebook, LinkedIn, Twitter, Pinterest, Google+, YouTube, Instagram, and Tumblr).
- Brand Promotion through Social Media Channels.

Online Marketing Tools:

- **Analytics**, Google Analytics, **Tagging Tools**, Google Tag Manager, **SEO**: Google Webmasters,, SEM Rush, **Paid**, Google AdWords, Facebook Advert Manager, LinkedIn Campaign Manager **Social Media Management Tools**, Thought Buzz, Radiance 6, Email Marketing Tools, Digital Marketing Analyst (**Digital focus India**) March'2015 to March 2017, -Digital Marketing Highlights:
- End to end Client servicing on strategy and operations of digital marketing including SEO/ SEM/ PPC/ Google AdWords/ Display/ Remarketing / Social Media marketing/Email marketing / SMS marketing / WhatsApp marketing.
- Consistently increased client's organic, referral and social media traffic.
- Often increased conversions (leads, sales, etc.
- Frequently improved client's search engine visibility (impressions) and click-throughs

- Conceptualize and manage all digital marketing campaigns for clients and be on the lookout for innovative customer acquisition and branding opportunities.
- Achieved the quality score of above 7 for many keywords and 10 for some keywords thereby reducing the bid amount and total spend and yet retaining the clicks.
- On page optimization with keyword research, Meta tags, title tags, and internal page linking.
- Off- page Optimization like Directory Submission, Forum Submission, Article submission and Link Building.
- Implemented AdWords strategy to optimize for business goals and achieved low CPC and Top
- Search Engine Submissions (Google, Yahoo Bing)
- Google Analytics tool, Sitemaps, Google Web Master Tool Ad words, Ad sense and Bing Webmaster tools.
- Maintaining Reports of Search Traffic, Page rankings Domestic and International.

KEY SKILLS AND COMPETENCIES:

- Willingness to learn, ability to meet the deadline, communicate effectively with clients & strong people management skills.
- Smart working and effective performer under high pressure.
- Proven ability to work under pressure and to meet deadlines.
- Good interpersonal skills, willing to take challenges in development.
- Able to work as a team and individual.
- Positive attitude.
- Good communication skills.
- Easily adaptable to new technology.

Personal Details:

Name	:	Vishal Gupta
Date of Birth	:	19/01/1999
Gender	:	Male
Languages Known	:	English, Hindi
Postal address	:	B-2367 Indira Nagar Lucknow.
Nationality	:	Indian

I hereby solemnly declare that all the above information provided is correct to the best of my Knowledge and belief.

Place: Lucknow

Vishal Gupta

Date :



