

# Sanjeev Kumar

SE Executive

## PERSONAL INFO

### Address

Bhopal, India

### Phone

7415194956

### Email

sanjeevahirwarr@gmail.com

### Date of Birth

07/08/1990

### LinkedIn

<https://www.linkedin.com/in/sanjeev-kumar-a177b1223/>

## WEBSITES & SOCIAL LINKS

[My Nutrition Workout Website](#)

## SKILLS

Search Engine Marketing

Search engine optimization

Sales

Marketing

Team Management

On- page- SEO

Social Media Optimization

Social Media Marketing

Web Analytics

Keyword Research

Technical Audit Report

Competitor Research

Ahref

I am an enthusiastic Digital Marketer seeking opportunities and securing a good position where I can efficiently contribute my skills and abilities for the growth of the organization and my professional career.

## EMPLOYMENT HISTORY

### SEM Executive | Oct 2023 - Present

#### FlowerAura Gifts, Gurgaon

- Plan, execute, and manage SEM campaigns, including PPC (Pay-Per-Click) campaigns
- Collect, analyze, and report on data to identify trends, insights, and opportunities for improvement
- Perform keyword research and analysis to identify buyer personas and target audiences
- Optimize landing pages, copy, and ad formats to increase conversion rates and quality score
- Manage campaign budgets to ensure that spending is aligned with goals and ROI targets
- Stay up to date with SEM industry trends, tools, and best practices

### Search Engine Optimization Executive | Aug 2022 - Feb 2023

#### Prontosys Technologies, Gurgaon

- Conducting on-site and off-site analysis of web SEO competition.
- Using google analytics to conduct performance reports regularly.
- Creating high-quality SEO content.
- Assisting with blog content.
- Leading keyword research and optimization of content.
- Keeping up-to-date with developments in SEM.

### SEO Executive | Feb 2023 - Oct 2023

#### eSEO Solutions Pvt Ltd, Gurgaon

- Website Technical Audit
- Competitor Research
- Creating a Competitor Comparison Report
- Website Speed Analysis Report
- Conducting on-site and off-site analysis of web SEO competition.
- Using google analytics to conduct performance reports regularly.
- Creating high-quality SEO content.
- Assisting with blog content.
- Assisting with blog content.
- Leading keyword research and optimization of content.

## EDUCATION

### Bachelor of Business Administration | 2008 - 2011

Barkatullah university, Bhopal

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## HOBBIES

- Fitness Enthusiast
- Books Reading

## LANGUAGES

English

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Hindi

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## COURSES

### Digital Marketing

Lydzen Learning And Teaching  
2021 - 2022

### Fundamental Of Digital Marketing

Google Garage  
2021 - 2021

### Inbound Marketing

Hubspot Academy  
2021 - 2021

### Keyword Research Test

Semrush  
2021 - 2022