


# SACHIN KUMAR


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<b>CAREER OBJECTIVE</b>	A talented SEO professional with a background in digital marketing, branding, and advertising. Avid team player with strong interpersonal skills and an inner passion for growth to obtain a position of SEO Specialist.		
<b>EDUCATION</b>	<b>DEGREE/CERTIFICATE</b>	<b>COLLEGE/SCHOOL</b>	<b>YEAR OF PASSING</b>
	B.Com	Delhi College of Arts & Commerce, Delhi University	2018
	Class XII	DAV PUBLIC SCHOOL, Vasant Vihar, C.B.S.E	2015
	Class X	DAV Model School, Yusuf Sarai, C.B.S.E	2013
	➤ Google Digital Marketing Certified		
<b>EXPERIENCE</b>	<p><b>SENIOR SEO EXECUTIVE, BTHRUST (JUN 2023 – DEC 2023)</b></p> <ul style="list-style-type: none"><li>➤ Have worked at BTHRUST as a <b>Sr. SEO Executive</b> for 7 months.</li><li>➤ Spearheaded over 30 SEO projects, resulting in an average organic traffic increase of 25% across all projects.</li><li>➤ Developed and implemented comprehensive on-page and off-page SEO strategies that improved website rankings for over 200 keywords.</li><li>➤ Managed and mentored a team of 4 junior SEO executives, providing training, guidance, and performance feedback.</li><li>➤ Played a pivotal role in increasing brand awareness and online visibility for BTHRUST, resulting in a 30% increase in website traffic and a 20% boost in lead generation.</li></ul> <p><b>DIGITAL MARKETING EXECUTIVE, FIRST POINT CREATIONS (JAN 2022 – MAY 2023)</b></p> <ul style="list-style-type: none"><li>➤ Have worked at First Point Creations as a <b>Digital Marketing Executive</b> for 1 Year 5 months.</li><li>➤ Worked on firstpointwebdesin.com, childeyespecialist.com, firstpointcreations.com</li><li>➤ Grew traffic of website through On Page SEO, Technical SEO, Off Page SEO, Local SEO and evaluating spam backlinks.</li><li>➤ Managing and maintaining the website SEO, SEM, SMO, SMM&amp; PPC Campaigns of company and clients.</li><li>➤ Led a team of 4 Digital Marketing Interns.</li><li>➤ Keeping update on Google algorithms for necessary changes.</li></ul> <p><b>DIGITAL MARKETING EXECUTIVE, REACHWELL WORLDWIDE EXPRESS PVT. LTD. (FEB 2021- JAN 2022)</b></p> <ul style="list-style-type: none"><li>➤ Have worked at Reachwell Worldwide Express Pvt. Ltd. as a <b>Digital Marketing Executive</b> for 1 Year.</li><li>➤ Worked on newly designed website delhicargocourierservices.com and designed airportcargocourier.com on WordPress</li><li>➤ Grew organic traffic of delhicargocourierservices.com in 6 months</li></ul>		

	<ul style="list-style-type: none"> <li>➤ Managing and maintaining the website SEO, SEM, SMO, SMM &amp; PPC Campaigns.</li> <li>➤ Evaluating the important factors which affect the website traffic and website experience &amp; managing company profile on social media.</li> <li>➤ Managing the company E-mail Marketing Campaigns.</li> </ul> <p><b>DIGITAL MARKETING INTERNSHIP, ART CULTURE FESTIVAL (MAY 2019 – OCT 2019)</b></p> <p>Have done internship at Art Culture Festival for 6 months as a <b>Digital Marketing Intern</b>. Art Culture Festival Digital Marketing team focused on promotion and advertising of college (SEO, SEM, SMM, Google Ads (PPC), Email Marketing, YouTube Marketing etc.</p> <p><b>SALES &amp; MARKETING INTERNSHIP, OUTLOOK PUBLISHING INDIA PVT LTD (SEPT 2018 – MARCH 2019)</b></p> <p>Have done internship in Outlook Publishing India Pvt Ltd as a <b>Sales &amp; Marketing Intern</b>. Outlook Sales &amp; Marketing team focused on dealing and converting clients.</p>
<p style="text-align: center;"><b>EXTRA-CURRICULAR ACTIVITIES &amp; ACHIEVEMENTS</b></p>	<ul style="list-style-type: none"> <li>❖ Won Silver medal in Delhi State Judo Championship</li> <li>❖ Participated in Republic Day Dance</li> <li>❖ Won First Price in music zonal completion.</li> </ul>
<p style="text-align: center;"><b>SKILLS &amp; ABILITIES</b></p>	<p style="text-align: center;"><b>DIGITAL MARKETING SKILLS</b></p> <ul style="list-style-type: none"> <li>❖ WordPress</li> <li>❖ Search Engine Optimization</li> <li>❖ Search Engine Marketing</li> <li>❖ Social Media Optimization</li> <li>❖ Social Media Marketing</li> <li>❖ Content Marketing</li> </ul> <ul style="list-style-type: none"> <li>❖ Email Marketing</li> <li>❖ E-Commerce Marketing</li> <li>❖ SMS Marketing</li> <li>❖ Influencer Marketing</li> </ul> <p style="text-align: center;"><b>DIGITAL MARKETING TOOLS</b></p> <ul style="list-style-type: none"> <li>❖ Google Ads</li> <li>❖ Google Page Speed</li> <li>❖ Google Keyword Planner</li> <li>❖ Google Analytic</li> <li>❖ Google Search Console</li> <li>❖ Google Tag Manager</li> <li>❖ Google Trends</li> <li>❖ Ahrefs</li> </ul> <ul style="list-style-type: none"> <li>❖ SeoQuake</li> <li>❖ Semrush</li> <li>❖ Ubersuggest</li> <li>❖ Canva</li> <li>❖ Mail Chimp</li> <li>❖ Keywords Everywhere</li> </ul>

	<p><b>PROFESSIONAL SKILLS</b></p> <ul style="list-style-type: none"><li>❖ Organized, dedicated, and committed to professionalism.</li><li>❖ Creative thinking with strong verbal and personal communication skills</li><li>❖ Decision making while being tolerant and flexible to different situations.</li><li>❖ A Team Player who excels at building trusting relationships with others.</li></ul>
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<p><b>DECLARATION</b></p>	<p>I hereby declare that the above information is true and to the best of my knowledge</p> <p style="text-align: right;">(SACHIN KUMAR)</p> 
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