

Sagar Negi

Digital Marketing Manager

Experienced SEO and digital marketing professional with a strong history of boosting website rankings and driving traffic through impactful Google and Facebook ad campaigns. Skilled in market analysis and competitor research to uncover growth opportunities. Expertise includes keyword research, effective SEO techniques, and creating high-quality backlinks. Known for optimizing ads to achieve maximum ROI and crafting content strategies that deliver real results. Passionate about staying on top of digital trends to improve online visibility and engagement.



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WORK EXPERIENCE

Digital Marketing Executive

Kayra Infotech

09/2020 - 10/2021

Achievements/Tasks

- Managed on-page and off-page SEO, optimizing content, Meta tags, and engaging in social bookmarking and video sharing to increase website visibility.

Digital Marketing Executive

Securium Solutions

11/2021 - 09/2022

Achievements/Tasks

- Boosted website rankings and traffic with on-page and off-page SEO, quality backlinks, and content optimization.
- Generated leads and results through targeted Google and Facebook ads campaigns.

Digital Marketing Manager

Hindustan Glass Works Ltd

09/2022 - 02/2024

Achievements/Tasks

- Oversaw SEO strategies and managed campaigns to improve website rankings and user engagement.
- Reviewed analytics and implemented updates to enhance website usability and increase traffic.

Digital Marketing Manager

Witarist IT Services

02/2024 - Present

Achievements/Tasks

- Handled multiple digital marketing projects, managing all on-page and off-page SEO activities to improve search rankings and lead generation.
- Developed and executed strategies to drive traffic using SEO, SMO, and content optimization.
- Managed Google Ads and Facebook Ads campaigns, collaborating with teams to create engaging content for social media and blogs.

EDUCATION

B.sc in PCM

PG College Kotdwar

SKILLS

Search Engine Optimization (SEO)

Google Ads Management

Facebook Ads Management

Keyword Research

Market Analysis

Competitor Research

Content Optimization

Link Building Strategy

Project Management

Website Analytics

RECENT PROJECTS

Witarist

Dav Jones Yoga

Three Bond India

Summit Hotels

OJ Healings

Bind AI

SOFT SKILLS

Good Communication Skills (for client communication and team collaboration)

Analytical Thinking (for interpreting data and improving strategies)

Problem-Solving Skills (for identifying and fixing SEO issues or optimizing campaigns)

Attention to Detail (for content and website optimization)

Time Management (to handle multiple projects and meet deadlines)

TOOLS

Google Search Console

SEMrush

Google Analytics

Keyword Planner

Yoast SEO