Sunny kumar

C258 Noida Sector 63A, Uttar Pradesh, 201309

(+91) 7488176468

sunnykumar265055@gmail.com

PROFESSIONAL SUMMARY

PPC, SEO Team lead with experience achieving tangible results and collaborating across teams. Dedicated to partnering with like-minded individuals to accomplish goals.

CORE QUALIFICATIONS

- SEO (on-page, off-page)
- Technical SEO
- Google ads
- Microsoft advertising
- Facebook ads
- LinkedIn ads
- SMO
- Wordpress
- Email marketing
- photoshop
- HTML
- CSS
- Looker Studio
- Content writing
- Shopify

ADDITIONAL INFORMATION

- Nationality : Indian
- Date of birth : 01/03/1997
- Language : Hindi, English

EXPERIENCES

SEO excutive, Webclick Digital Pvt. Ltd
March 2022 - December 2022

SEO Team Lead, Graygraph Technologies Pvt Ltd
Jan 2023 - December 2023

Sr. Digital Marketing Executive, Maxtra Technologies Pvt. Ltd.
December 2023 - Current

- Proficient in setup and optimizing Search, Display, Call, Shopping, and Pmax Ads campaigns to drive conversion among the high-marketing competition
- Continuously analyze ad campaigns to improve campaign performance, analyzing key metrics and adjusting strategies accordingly.
- Proficient in creating and optimizing Google Ads, Microsoft Ads campaigns, & Social media Ads including keyword research, ad-copy, bid management, and a/b testing to reduce CPC and maximize ROI.
- Skilled in utilizing Google Ads' various ad extensions and formats to enhance ad visibility and engagement.
- Stay up-to-date with industry trends like Google Ads, Microsoft ads & Meta ads updates to implement best practices like conversion setup, remarketing campaigns, analysis of audience behavior, and maintenance of competitive advantages.
- Work with predictive metrics, conversion optimizers, attribution models, analyze cross-platform performance, etc.
- Site Analysis (Mobile Responsive, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, Internal linking, Robots.txt, Sitemaps, etc.)
- Monthly progress report generation for campaigns performance (traffic, site audit, summary report, GMB) and errors using GA4, GTM, Search Console, SEMrush, and Looker Studio
- Keyword Research Using SEM Rush, Google Keyword Planner Tool, ahref, screaming frog, etc.

EDUCATION

2020

- Digital marketing
  PradhaniT Services, Patna, BR

2016

- Graduation | B.S.C (Math)
  D.N collage, Patna, BR

HOBBIES AND INTRESTS

- Research and learn to upgrade
- Creative arts,
- Music,
- Play game,
- Watch movies

- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization, Image optimization, interlinking, alt tag optimization, XML sitemap creation, and robot.txt creation)
- Google Webmaster (Search Console) Set up & analyze XML and HTML sitemap integration.
- Working on various CMS like Shopify, WordPress, Square space, site123, Governor, Wix.

PPC PROJECTS

- maxtratechnologies.com
- volochainmlmsoftware.com
- lapysolution.in
- lapycares.com
- loantown.in
- www.kapoormats.com
- www.dudaniretail.com
- www.mexstorage.com
- www.treefold.in
- www.pestocure.com

SEO PROJECTS

- Volochainmlmsoftware.com
- maxtratechnologies.com
- dvc.gov.in
- iglonline.net
- nationalmedicallibarary.in
- www.naturalmint.in
- menopod.com
- www.fiveohlimo.com
- www.mtf.co.in
- www.silverlinechemicals.com
- www.thatsgroovyphotobooth.com
- greenlioncd.com
- www.psychcompany.com