



# DEEPANSHU

## DIGITAL MARKETING EXECUTIVE

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

### CONTACT ME

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-  LinkedIn.com/ohdeepuu

### AREAS OF EXPERTISE

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A competent professional with 3.5+ years of experience in Online/Digital Marketing

Currently associated with Techtonic Enterprises Pvt. Ltd. –Digital Marketing Executive

Expertise in creating and implementing Social Media & SEO strategies both On-page & Off-page

Experience in Google AdWords – Search, Display Campaigns

Working on CMS: WordPress, HTML, Strapi for managing web pages

Expertise in Social Media paid and organic

Experience in Google Analytics, Tag manager and Search

### WORK EXPERIENCE

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#### DIGITAL MARKETING EXECUTIVE

*Techtonic • Delhi • NOV 21 - Present*

- Responsible for the overall direction, coordination, development and evaluation of Digital Marketing Process.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Created dynamic SEO, SEM and SMM strategies to exceed market competitors and meet client needs.
- Worked with development team to properly implement SEO best practices on newly developed code.
- Worked with content creation team to drive SEO, SMM in content creation and content programming.
- Analyzed and audited clients' websites to address performance issues.
- Optimized landing pages with development team for search engine marketing purposes.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Developed and implemented quality link-building strategies.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics and Meta.

## SKILLS

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- Keyword Research
- Search Engine Optimization
- Social Media Marketing
- Search Engine Marketing
- Facebook Paid Campaigns
- LinkedIn Paid Campaigns
- YouTube Advertising
- Pay Per Click Campaigns
- App Store Optimization
- Display Campaigns
- App Promotion Paid Campaigns
- Affiliate Marketing
- HTML
- Lead Generation
- Brand Awareness
- SEM Strategy Development

## EDUCATION

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### **Chaudhary Charan Singh University.**

Bachelor of Business Administration.

## PROJECTS

- <https://itnucleus.com>
- <https://designboxindia.com>
- <https://wearetechtonic.com>
- <https://ischooling.in>
- <https://fncyber.com>
- <https://jamstackexperts.com>
- <https://ecollat.com>
- <https://kitchenmantra.com>
- <https://encardio.com>

### **SEO Executive**

*IT Nucleus • Delhi • NOV 20 – NOV 21*

- On Page Optimization
- Off Page Optimization
- Completed keyword research to target clients based on keyword targeting.
- Researched and implemented search engine optimization recommendations.
- Developed and implemented quality link-building strategies.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Performed in-depth analysis of new client sites.

### **Jr. SEO Executive**

*FosterIdeaz • Delhi • Sept 20 – Nov 20*

- On Page Optimization
- Off Page Optimization
- Completed keyword research to target clients based on keyword targeting.
- Researched and implemented search engine optimization recommendations.
- Developed and implemented quality link-building strategies.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Performed in-depth analysis of new client sites.