

Surinder Kumar

Manimajra, Chandigarh

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CAREER OBJECTIVE

To work in a organization where I can integrate my digital marketing skills in the IT industry especially to excel in the field of SEO/SEM/SMO/SMM/PPC/Affiliate Marketing/ORM.

PROFESSIONAL SUMMARY

I am an experienced **Google Certified Digital Marketing Specialist** with a 6+ years history of using SEO, SEM, SMM, SMO, PPC, Amazon Marketing, Bing Ads, Pinterest Ads, and Affiliate Marketing. I am *responsible for developing and generating digital marketing strategies for clients under the client's objectives and budgets.*

- Managed a team of interns and other Digital Marketing Specialists to implement digital campaigns using best practices.
- Developed and executed various social media, SEO, SMO, SMM and SEM initiatives to increase traffic and increase leads.
- Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.
- Trained and educated clients on the use of social media products, trends, and practices regarding social media and online marketing.
- Clients managed include Real Estates, Ecommerce, Packaging machines, Concierge Services, Law, Swimming Float, etc.

TECHNICAL SKILLS

- Language: -HTML, C++,
- Operating System: - DOS, Windows 98, 2000,2007,2008, XP.
- Search Engine: - Google, Yahoo! to increase Website Traffic.
- Tools: - Google Analytics, Search Console, SEO Quake, Keyword Rank Checker, Word Tracker, Keyword Planner, Semrush, Ahref, Moz, IWebchk, BuzzSumo, Hootsuite, Buffer, etc.
- Others: - Office XP

Google Certification:

- Google Analytics
- Google Fundamentals
- Google Search Ads
- Google Display Ads
- Google Shopping Ads
- Youtube Ads

- Execute many broad projects that include Amazon Advertisement, Affiliate Marketing with the help of blogs and click funnels.
- Managed a team of interns and other Digital Marketing Specialists to implement digital campaigns using best practices. Having sound knowledge of Online Reputational Management. Worked on various projects like Kejariwals' and Blue Sapphire etc.

WORK EXPERIENCE

6.5 years of experience in the Analysis, Tracking, and Optimization of Web Applications.

- Working with DOT Technologies, Mohali from March 2018, as a Lead and involved in ORM, SEO, PPC, SMO, SEM, SMM, Affiliate Marketing, Amazon Marketing, Bing Ads, Web Analytics, Tracking, and optimization of e-commerce web applications.
- Worked with Grosoft Solutions, Panchkula from July 2017 to Feb 2018, as a Lead and involved in ORM, SEO, PPC, SMO, SEM, Web Analytics, Tracking, and optimization of e-commerce web applications.
- Worked with Adreno Technologies Chandigarh from Dec 2016 to Jun 2017, as a Sr. SEO and involved in ORM, SEO, PPC, SMO, SEM, Web Analytics, Tracking, and optimization of e-commerce web applications.
- Worked with NY Softech Chandigarh from Feb 2015 to Dec 2016, as Sr.SEO Executive and involved in SEO, PPC, SMO, Internet Marketing, Web Analytics, Tracking, and optimization of e-commerce web applications.

PROFESSIONAL EDUCATION

- M.C.A from PTU, JLD (Punjab)
- B.C.A from Punjabi University, PTI (Punjab)
- H.Sc. from PSEB, (Punjab)

HOBBIES

- Visiting New Places
- Listening Music
- Playing Badminton
- Cooking.

PERSONAL PROFIL

Father's name - Satpal

Mother's name - Nirmla Rani

Date of birth - 28-04-1989

Gender - Male.

Status - Single.

Language Proficiency - English, Hindi, Punjabi.

DECLARATION:-

I ensure hereby that all the information is true to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Surinder Kumar