

HARSH SINGH

Sr. Digital Marketing Specialist

PERSONAL PROFILE

An experienced Digital Marketing who is persistent in keeping up to date on any SEO, PPC changes by the major search engines. Proficient in website designing, troubleshooting and organizing website content. Specializes in public service blogs and eCommerce websites. An expert in managing SEO, Google, Facebook, Youtube campaigns.

CAREER HISTORY

- **Birdcube Travel, Panchkula, Haryana (India) November 2018 – Present**
- **Matrix Marketers, Mohali, Punjab (India) November 2016 – Nov 2018**
- **Abtech Institute, Mohali, Punjab (India) November 2015 – November 2016**
- **inLoop Technologies, Mohali (India) October 2014– October 2015.**

MAJOR PROJECTS UNDERTAKEN

- <https://www.birdcubetravel.com/>
- <http://www.mindzai.net/>
- <http://cesarnyc.com/>
- <http://ascentdronevideo.com/>
- <http://mindfulmum.com.au>
- <https://www.easygreen.com>
- <http://www.simplyforce.com/>
- <https://www.onychair.com/>
- <http://www.brooklyninjuryattorney.org/>

PROFESSIONAL SKILLS

- Efficient in performing Site Analysis.
- On-page & Off-page Knowledge.
- PPC campaign knowledge.
- Social Networking (SMO) proficiency.
- Complete understanding of eCommerce.
- On line Traffic Management skills.
- Complete Understanding of Analytics, AdWords, etc.
- Ability to make the non-technical people understand about the working and ranking of the websites.

ACADEMIC QUALIFICATIONS

- Diploma in Computer Engg in 2014 securing 60% aggregate.
- Matric from Govt Model Senior Secondary School, Sector- 40 B Chandigarh (Affiliated to CBSE Board) in March, 2010.
- Basic Schooling from Chandigarh, (India).

WORKING EXPERIENCE

5+ years of experience mainly in SEO/SMM/SEM/ORM

AREAS OF EXPERTISE

- SEO
- Content Marketing
- Search Ads
- Facebook Ads
- Google Ads
- Youtube Ads
- Twitter & LinkedIn Ads
- Lead Generation
- Email Marketing
- ORM (Online Reputation Management)

ADDITIONAL EXPERIENCE

- Adobe Photoshop
- Adobe Illustrator
- Video Editing
- HTML
- Wordpress

PERSONAL INFORMATION

Date of Birth: 1st AUG 1994.

Nationality: Indian.

Language: English, Hindi, Punjabi.

CONTACT DETAILS

Mobile No:

+91-9878738840

Email: singh.harsh214@gmail.com

Address:

Hno: 798, Sector-78, Mohali-160055, Punjab (India)