



Sanjeev Channa

SEO/PPC/Digital Marketer/Growth
Hacker/Marketing Analyst

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Professional Summary

A digital marketing expert with proven accomplishments in planning and executing web, SEO/PPC, social media, brand management & promotion campaigns with a view to create and maintain the company's presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks. A committed individual who effectively evaluates end to end customer experience across multiple channels and touchpoints.

AREAS OF EXPERTISE

SEO / PPC



SMO / SEM



Digital Program Execution



Marketing Automation
Strategies



Lead Generation



Work experience

Sr. SEO Analyst/Marketing Analyst

September 2019 - May 2020

Webomaze Technology

Digital Marketing Analyst

September 2018 - September 2019

Netzen Softtech

SEO/PPC Team Lead

January 2014 - March 2018

DOT Technologies

Education

B.Tech

June 2008 - June 2011

K.U.K University

Polytechnic Diploma in I.T

June 2005 - June 2008

Portfolio

<http://premiere-concierge.com/> (SEO and PPC)
<https://wiseagent.com/> (Real Estate CRM)
<https://www.reparex-usa.com/> (Amazon Products)
<http://www.skool-master.com/> (School Management Software)
<http://superareshop.com/> (E-commerce)

Job Responsibilities

- Plan, design, develop and execute web, SEO/SEM, email and social media campaigns according to the specific needs of the company
- Design and build the company's social media presence through execution of well-placed strategies
- Develop and oversee implementation of design layouts of communications including presentations and newsletter
- Execute national digital programs and campaigns such as online advertising and website strategies
- Lead ongoing management of digital touchpoints and handle social media pages according to company policies
- Evaluated emerging technologies and provided thought leadership for adoption where appropriate
- Handled digital marketing and production campaigns according to each project's specific requirements
- Measured and reported the performance of all digital marketing campaigns to ensure that they meet ROI and KPI directives
- Evaluated end to end customer experiences and provided provisions for modifications
- Assessed emerging technologies and provided recommendations for adoption where required
- Analyzed web behavior and performance metrics and ensured that any optimization needs were fulfilled.
- Provided recommendations for content development and strategy enhancements.

KEY ACHIEVEMENTS

- Increased the company's product/services online presence by 58% through strategically planned and executed digital marketing campaigns
- Implemented a large social media campaign, increasing the company's market share by 62% in the industry
- Consistently met lead-generation targets through the development and implementation of organic SEO initiatives.
- Actively participated in various seminars and group discussions held in the company.
- Highly appreciated by the client throughout awarded by two companies with special contribution awards.

Strength and Ability

- Self-motivated and a fast learner with the ability to quickly adjust to new responsibility in a diverse environment.
- Effective communication with demonstrated organizational abilities diagnosing and resolving complex issues.
- Keeping apprised of industry news, including when and what the latest algorithm changes are.
- Learning new skills, like web design and creation, copywriting, and statistics.
- Great ability to lead and manage a team

Personal Details

Father's Name	Late Megh Raj
Date of Birth	15th April
Marital Status	Married
Hobbies	Internet Surfing/Blogs
Language Known	English & Hindi
Permanent Address	Ambala (Haryana)

Thanks