

CHANDAN KUMAR SINGH

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Chandigarh and Gurgoan

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A SHORT INTRO

I'm an experienced digital marketing specialist with an affinity for research and content, I have 3+years of experience in the industry. A Great team player with good knowledge of SEO, social media marketing and PPC, aware of all the new digital marketing trends and focused towards learning and implementing the learned knowledge at work for best results.

SKILLS AND EXPERTISE

- Analysing and researching keywords related to client's website through keywords research tool(Keyword Planner, SEMrush and Ubersuggest).
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings.
- Ensuring continued success of Pay-Per-Click (PPC) lead generation, delivering strong profits and Return on investment to the business.
- Conducting regular research into industry to keep abreast of latest Google algorithm updates, search marketing technologies, digital trends, marketing advancements, etc.
- Analytical, accurate and quality-oriented professional with an eye for details.
- Knowledgeable in HTML, CSS and other SEO related technologies.
- Exposure of working with clients from US and handling digital marketing & paid activities for them.

WORK EXPERIENCE

➤ October 2019 to Present - Talkcharge, Gurgoan

Job Profile - SEO Executive

- Developed on-site body content, meta description and page titles in support of SEO strategies.
- Analyzing and researching keywords related to the website through keyword research tool (SEMrush, Keyword Planner and Ahrefs).
- Conducting competitor's analysis to identify improvement as well as visibility and ranking.
- Implementing Link Building campaign for backlinks.
- Conducting regular research for latest Google updates, search marketing technology and digital trends.
- Reviewed and optimized Talkcharge website to improve keyword targeting strategies, website architecture and content.
- Built, implemented and updated effective SEO strategies.

➤ May 2018 to February 2019 - Webner Solutions, Mohali

Job Profile - Digital Marketing Executive

- Develop comprehensive on-site and off-site SEO recommendations by performing thorough keyword research, competitive analysis, technical SEO, content audits and inbound link analysis.
- Worked with web developers to implement SEO strategies.

- Created SEO optimized blog posts for company blogs.
- Social Media marketing on Twitter, Facebook, Youtube and LinkedIn.
- Used Google analytics for goal setup, funnels, report generation, website study, and visitor analysis.
- Improve website performance including bounce rate, visitors on site and conversions.

➤ **March 2016 to April 2018 - DigiAvatar, Noida**

Job Profile – Social Media Manager

- Social Media campaigns execution and monitoring.
- Created, optimized, and managed client social media profiles focusing on promoting brand awareness, building following, engaging with targeted audiences, and increasing website traffic.
- Responsible for executing daily social media posting and engagement on social media profiles.
- Digital Advertising campaigns setup and optimization for Facebook, Twitter etc.
- Optimizing content on social media.
- Worked on Google Analytics, Facebook Insights, Twitter Analytics.

➤ **January 2015 to February 2016 - Mind Solutions Technology, Chandigarh**

Job Profile – Java Developer

- All Projects of the Organization were successfully executed along with the team.

EDUCATION

- Bachelor of Engineering in Information Technology(IT) from PEC University of Technology, Chandigarh (2010-2014) with a CGPA of 7.5
- Higher Secondary Certificate from C.B.S.E Board (2010) with 78 %
- Secondary School Certificate from C.B.S.E Board (2008) with 72 %

PERSONAL SNIPPETS

Date of Birth	15 January 1993
Nationality	Indian
Gender	Male
Marital status	Single
Languages	Hindi, English and Punjabi