Tawkeer Arfat **Gull**

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**PROFILE** **Position:** Digital Marketing Manager | **Sex:** Male

**Alma Mater:** B.tech (KUK).

**Research Interest:** Digital Marketing and Networking

**Current title:** Marketing Manager (DMM)

**EDUCATION**

**06/2015 –** Bachelor of Technology in CSE **University of Kurukshetra – India.**

**06/2018.** From the department of Computer science Passed with Grade “A”.

Study of: Graphical Programming, Web Development Languages, Programming Languages, Networking.

**06/2011 Polytechnic in Computer science engineering, J&K – India.**

**03/2014.** Study of: Basic programming, HTML, CSS, Networking.

**11/2009 –**  Sri Pratap Higher Secondary school physics, Biology, English, IT

**11/2010**  Grade “B”

**EXPERIENCE**

Senior Manager - Online Marketing (2019 – 2020)

With constant changes in the Google algorithm, we also revised the things at the on-page and off-page SEO. The application of vivid high-end technical factors to resolve reputation issues was my prudent task. Self-created **ORM strategies** were successful out there. Achieving extraordinary results at **PPC of Google and Facebook was another asset.**

Digital Marketing Manager (2018 – 2019)

As a manager – digital marketing at Hatchhives my key role was to lead more than 10 members of **SEO, SMO, ORM,** Blog, Ecommerce, and Digital marketing executives. This included paying attention to various issues from scratch level.

Bachelors project (02/2016 – 07/2017)

**Project details**

**1. 2016. Learned about all the latest technologies in designing & development.**

* Mathematics Tutorials Website (HTML & CSS) : Math’s Game (HTML, CSS & JavaScript)
* Fruits Slice Game **(HTML, CSS & JQuery)**: App Landing Page (HTML, CSS & Bootstrap):Company Website (HTML, CSS & Bootstrap)

**2. 2018. Created a unique LAN virtual design using cisco packet tracer.**

* Production: Voice over IP: **Network management**
* Storage area network(SAN): Guest Internet access: **Demilitarized zone**(DMZ)

**Certifications :**

**Digital marketing google certified**

* Issuing authority: Google
* Issued Nov 2019 No Expiration Date: Credential Identifier: Credential ID SFGQVV3UL

**Advanced Google Analytics**

* Issuing authority: Google: Issued Dec 2019Expires Dec 2022

**Google Ads Display Certification**

* Issuing authority: Google
* Issued Dec 2019 Expires Dec 2020: Credential Identifier: Credential ID 42123635

**Google Analytics Individual Qualification**

* Issuing authority : Google: Issued Dec 2019 Expires Dec 2020
* Credential Identifier: Credential ID 42268888

**Google ads search certification**

* Issuing authority: Google
* Issued Nov 2019 Expires Nov 2020: Credential Identifier: Credential ID 42000268

**SKILLS** **(Skills in Digital Marketing)**

### Experience with tools like Word Tracker, Inventory Overture, Xenu's.

### Vast knowledge of SEO tools like Link Popularity Check.

### Experience with Robots.txt, RSS Feeds, XML Sitemap Submission

### Expert in Macromedia Dream Weaver, MS-Office.

### Comfortable with various operating systems like Windows 2k to Windows XP.; 1. Responsible for all aspects of search engine optimization strategy & implementation for assigned sites.

### Perform detailed site analysis & document tactics to enhance natural search results.

### Manage the workflow of the site with regard to site optimization/web design/graphic design & content.

### Customize keywords & define the best suitable keywords.

### Responsible for reviewing the data regularly & optimizing poor-performing listings.

### Search engine & directory submissions.

### Responsible for analysis of competitor's website for all aspects of search engine optimization strategy.

### Conduct research to develop & recommend new SEO strategies to management.

### Prepare reports for in regards to SEO.

### Customize keywords & define the best suitable keywords.

### Responsible for implementation of the web site including navigation.

### Preparing Pre Ranking Report and Post Ranking Reports.

### PPC (Google AdWords) Account Creation & Management

### Conversion Tracking & Reporting

**Created and handled website of WHMCS Smarters**

* **Monitor Uptime**
* **Tested the Site Across Browsers**

Tested the site across browsers and checking there are no issues with layout or the formatting is another step toward ensuring an optimal user experience.

* **Optimize the Database**

Scheduled in a regular database optimization once every three months to ensure the websites you manage to continue to operate at their peak performance.

* **Content and design**
* **Website On-page optimizations**

**COURSES, ETC**

* Course on Andriod programming from the N.I.E.L.I.T Kashmir.
* Course on web designing from the Icl group of colleges Ambala.
* Course of SEO digital marketing from the Hatchhives.

**PERSONAL ACHIEVEMENTS**

* Provided LAN setup to the campus of the ICL group of colleges(2017)
* Provided a website to one of the reputed software solution providers of IPTV known as WHMCS Smarters. (2019)
* Blogs for the WHMCS Smarters
* Played interschool and intercollege cricket tournaments last played in (2017-18)
* Elected to lead the BA team and Digital marketing team at WHMCS Smarters (2020)
* Child welfare social worker in Mohali.

**LANGUAGES**

**1.** English. **2.** Kashmiri, Urdu **3.** Hindi

**4.** Arabic (basic).