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**Amrik Kaur Saini**

**Email Id-** **amrikseefat@gmail.com**

**Contact number – 9914474412**

**Address - #13, Nai Abadi, Anandpur Sahib (Ropar)**

**Profile**

* **A professional having over 5.5. +** Years of experience in Digital Marketing.
* **Proficient in the areas like** Writing & Editing, SEO, Design Skills, Social Paid Advertising, Top-Notch Personal Brand, WordPress, Excel Proficiency, Social Media Marketing, Google Adwords & PPC, Marketing Automation, PowerPoint Design, Influencer Marketing, HTML & CSS, Creative & Analytical Abilities,
* **Resourceful, goal-oriented** communication and analytical skills with the ability to work under pressure and multi-task in a fast-paced environment.
* **Professional Competencies**  Passion for SEO and overall internet marketing, Outstanding ability to think creatively, strategically and identify and resolve problems, Ability to foster strong client relationships at various levels, High levels of integrity, autonomy, and self-motivation, Excellent analytical, organizational, project management and time management skills

 **Skills**

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| * SEO
* ONPAGE
* OFFPAGE
* SMO
* PPC
 | * Content Writing
* Banner Designing
* Guest Blogger
* Content marketing
* Blogging
 | * Google Analytics
* Google Webmaster
* Google Adword
* Analysis and insight
* WordPress
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**PROFESSIONAL EXPERIENCE**

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| **Company** | **:** | **Kinix System (P) Ltd.** |
| **Experience**  | **:** | **23.03.2015 To Nov 2015. (9Months)** |
| **Designation****Reason to Leave** **Work Profile** | **:****:** | **SEO Executive****Father Illness (Only Child to take of my Parents)** |
|  |  | * Follow seniors and old work pattern.
* Learn and Research on Topics and keywords
* Do SEO onpage, offpage as guide
* Off Page Optimization
* Knowledge of Google Webmaster and Google Analytics.
* Monitor and estimate search results and search performance across the major search channels.
* Expertise in MS Excel, PowerPoint, and Word.
* Knowledge of ranking factors and search engine algorithms
* up-to-date with latest trends and marketing terms
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **WebSpero Solutions Ltd.** |
| **Experience**  | **:** | **04.01.2016 To Oct 2016.(10 months)** |
| **Designation****Reason to Leave****Work Profile** | **:****:**: | **SEO Executive****Suffering from Chikungunya .** * Conduct on-site and off-site SEO competitor analysis
* Help to execute on-site and off-site SEO strategies (including link building) for a range of clients in a host of industries
* Complete weekly and monthly performance reports using programs such as Google Analytics
* Conduct on-site and off-site SEO audits for client sites on a monthly basis
* Help to contribute to the company blog and other external communications
* Guide the content team to produce SEO-friendly content
* Keep up to date with the latest SEM technology, SEO updates and industry changes
* Optimize website content, landing pages and paid search copy
* Direct off-page optimization projects (e.g. link-building)
* Collect data and report on traffic, rankings and other SEO aspects
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **Seefat Technologies**  |
| **Experience**  | **:** | **03.10.2016 To 5 Dec 2017.(1.2 year)** |
| **Designation****Reason to Leave****Work Profile** | **:****:** | **Sr. SEO Executive** **Salary and Commitment issues .** * Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
* Provide [SEO analysis](http://www.tranciscolabs.com/services/internet-marketing) and recommendations in coordination with elements and structure of websites and web pages
* Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
* Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
* Develop and implement link building campaigns
* Develop, manage and execute communication/content strategies via social communities in coordination with client goals.
* Implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools).
* Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
* Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies
* Communication to team and management on project development, timelines, and results
* Providing the SEO training.
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **Exelium Technologies**  |
| **Experience**  | **:** | **11.12.2017 To Dec 2018.(1 year)** |
| **Designation****Reason to Leave****Work Profile** | **:****:** | **Sr. SEO Executive** **Company Closed** * Understand SEO Business Requirements
* Audit Websites for SEO Issues
* Conduct Keyword Research
* Consult on Site-Level SEO Strategies
* Conduct Page-Level Optimization
* Identify and Resolve Technical SEO Issues
* Develop and Execute Off-Page SEO Strategy
* Monitor, Analyze and Report on SEO Performance
* Communicate
* Maintain Excellence in Niche Page [seo](http://ncrypted.net/) areas.
* Demonstrate Technical Excellence and Thought Leadership
* Support SEO Sales Activities
* Develop New SEO Products/Services
* Lead and Manage the SEO Team
* Content Writing
* Banner Designing
* Guest Blogging
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **Ultimoesys** |
| **Experience**  | **:** | **24.12.2018 To Feb 2019.(3 Months)** |
| **Designation****Reason to Leave****Work Profile :** | **:****:** | **Sr. SEO Executive****Company Closed after 3 Months** * Plan, develop and implement our SEO strategy
* Work towards organic search optimization and ROI maximization
* Regularly perform thorough keywords research
* Identify key SEO KPIs
* Monitor redirects, click rate, bounce rate, and other KPIs
* Prepare and present reports regularly
* Identify our buyer persona to better target identified audiences
* Identify problems and deficiency and implement solutions in a timely manner
* Suggest improvements in process and productivity optimization
* Collaborate with web developers and marketing team
* Stay up to date with the latest SEO and digital marketing latest trends and best practice
* Support SEO Sales Activities
* Develop New SEO Products/Services
* Lead and Manage the SEO Team
* Content Writing
* BANNER Designing
* Guest Blogging
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **One100 Solutions** |
| **Experience**  | **:** | **19.02.2019 To Oct 2019 (9Months)** |
| **Designation****Reason to Leave** **Work Profile :** | **:****:** | **Sr. SEO Executive****Company Shifted to Delhi (Location Issues )** * Research , devise and manage unique SEO strategies for a range of clients in a host of industries
* Manage all aspects of the agency’s SEO offering, including on-site techniques, link building, blogging, content marketing, online PR, technical SEO – crawl errors, data mark up, xml sitemaps etc
* Carry out SEO reviews for key clients, focusing on both on-page and off-page SEO – deliver technical documentation for on-site recommendations
* Manage a team of SEO Executives to deliver effective campaigns for clients
* Work with the Content Manager and Social Media Manager to devise an effective digital strategy which works across a range of platforms
* Work with your team of SEO Executives to monitor clients’ backlink profiles and take action as necessary to protect against algorithmic penalties
* Work with the Business Development team to devise effective SEO pitches to potential clients
* Work with your team of SEO Executives and use Google Analytics and other analytical programs to deliver key campaign performance reports to clients on a monthly basis
* Develop New SEO Products/Services
* Lead and Manage the SEO Team
* Content Writing
* BANNER Designing
* Guest Blogging
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**EXPERIENCE CHRONOLOGY**

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| **Company** | **:** | **Infowiz Industry Pvt. Ltd**  |
| **Experience**  | **:** | **Oct (2019) to Till date**  |
| **Designation** **Reason to Leave** **Work Profile :**  | **:****:** | **Digital Marketing Manager** **Due to Lockdown all Employees are Fired.** * Develop, implement, and manage marketing campaigns that promote the products and services of a company.
* Enhance brand awareness in the digital space.
* Drive website traffic and acquire leads.
* Measure site traffic, identify and evaluate new digital technologies and optimize marketing campaigns, email marketing, social media, and display & search advertising using web analytics tools.
* Develop and manage digital marketing campaigns
* Manage organization’s website
* Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc
* Track the website traffic flow and provide internal reports regularly
* Fix any error in online content and arrange webinars and webcasts
* Attend networking events and product launches.
* Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
* Work on SEO of the website pages.
* Edit and post content, videos, podcasts, and audio content on online sites.
* Promote company’s product and services in the digital space.
* Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
* BANNER Designing
* Guest Blogging
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**PERSONAL QUALITIES**

* Self-confident.
* Easy adaptability to new concepts and ideas
* Never say die attitude.
* Willing to take responsibility and challenges.
* Ready to work under any mode.
* Very good team spirit.
* An attitude towards learning and to work with commitment.

**COMPUTER SKILLS**

* Expert in MS – Office ( Outlook , Excel , Word , Power Point )
* Operating system : Vista , Xp , Window 7 & 8
* Operating Tool : Microsoft Office 12
* Web Browser : Internet Explorer, Mozilla Firefox, Opera, Google Chrome
* Data Bases : Oracle, SQL Server2000, SQL Server2005, Ms-access

**EDUCATION & CERTIFICATIONS**

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| **Qualifications** | **Name of Institution** | **Year of Passing** | **Percentage%** |
| Graduation (CSE) | Punjab Technical University | 2015 | 85% |
| Diploma (IT) | Punjab Technical Board | 2012 | 73% |
| 12th | Punjab School Education Board | 2008 | 60% |
| High School | Punjab School Education Board | 2006 | 60% |

**HOBBIES**

Interacting with People, Listening To Music, Travelling, Net Surfing.

# QUICK FACTS

Father’s Name : S. Gurnam singh

 Communication Address : HM79, Phase 4, Mohali

 Date of Birth : 20/09/1990

 Contact : +91-9914474412, 7973754464

Nationality : Indian

Gender : Female

 Marital Status : Single

**Declaration**

I solemnly declare that all the above particulars are true, complete and correct to the best of my knowledge and belief.

 Amrik Kaur Saini