



CONTACT

 9953860861

 anand10789@gmail.com

 Faridabad, Haryana, India

LANGUAGES

Hindi ★★★★★

English ★★★★★

SKILLS

Photoshop Graphics Designing
Digital Marketing
Google Analytics
Google Search Console
Google Keyword Adwords
Social Media Campaign
Public Relation(PR)
Whatsapp Mobile Marketing
Business Development
Online Branding
Blog Writing
Wordpress (CMS)
SEO, SMO
Email Marketing
Email Extracting

ONLINE PROFILE

 [linkedin.com/in/summarwar](https://www.linkedin.com/in/summarwar)

 [facebook.com/summarwar](https://www.facebook.com/summarwar)

ANAND SUMMARWAR

MARKETING MANAGER

7 Years Experience in SEO, SMO and knowledge of Google Adwords (SEM)

Objective :

To work in an environment where I can get opportunities to enhance my knowledge and skills and applying the same for the betterment of organization.

EDUCATION

B.TECH

Bachelor of Technology in Computer Science and Engineering **2011** with **60%** from Echelon Institute of Technology, Faridabad affiliated to Maharishi Dayanand University.

WORK EXPERIENCE

MARKETING MANAGER

JANA CLEANER INDIA PVT. LTD.



Sep 2019 - Ongoing



Sector 80, Noida, Uttar Pradesh, India

Roles and Responsibility:

SEO & SMO :

- ✓ ON Page SEO ✓ Off Page SEO ✓ Link Submission
- ✓ Maintain ranking of designated website ✓ Link Building
- ✓ Competitor Analysis ✓ Site Analysis ✓ Website Updating
- ✓ Quora Question Answer ✓ Social Media Optimization(SMO)
- ✓ Email Marketing ✓ Website Database Backup
- ✓ Online Reputation Management

Designing :

- ✓ Company's Logo ✓ Company's Brochure
- ✓ Event's Flyers ✓ Exhibition's Standee
- ✓ Company's Letterhead ✓ Emailers
- ✓ Social Media Post ✓ Visiting Cards ✓ Festival Designs

B2B Portal Optimization:

- ✓ Coordination with B2B Sales Team
- ✓ Adding new products, Products and categories
- ✓ Improving product category mapping
- ✓ Creating and Providing images for products

Data Management: :

- ✓ Creating customers data from cards received from events and sales team

Project Types

Construction Industry - 5 Indian

IT Industry - 2 American

Food Industry - 1 Australian

Furniture - 2 Indian

Cars - 1 New Zealand

Work Strength

Multiple Projects Handling

Team Handling

Graphics Designing

Individual Work Handling

Tools

Google Trend

Hootsuite

SEMrush

MOZ

SiteChecker

SEO Site Checkup

Woorank

XML-sitemaps

WORK EXPERIENCE

ENGINEER - SMO

EPACK POLYMERS PRIVATE LIMITED



23 Oct 2017 - 21 Sep 2019



Greater Noida, Uttar Pradesh, India

Total Working : 2 Years

SMO - EXECUTIVE

RICHA INDUSTRIES LIMITED



10 Aug 2015 - 10 Oct 2017



Faridabad, Haryana, India

Total Working : 2.3 Years

SEO - EXECUTIVE

BINARY SEMANTICS LIMITED



14 April 2014 - 9 Aug 2015



Gurgaon, Haryana, India

Total Working : 1.4 Years

SEO - EXECUTIVE

WEBSITE OPTIMIZATION INDIA



24 April 2013 - 13 April 2014



Faridabad, Haryana, India

Total Working : 1 Years

HOBBIES



PERSONAL DETAILS

Strengths:

✓ Gregarious

✓ Positive Attitude

✓ Diligent

✓ Dedicated

PASSPORT



NATIONALITY



BIRTHDAY



10 JULY, 1989