## RESUME

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| **HARDEEP SINGH**26, Male, Indian.  |  **47, Link Road,**  **Kapurthala, Punjab.** **hardeepkpt1@gmail.com** **9803905949** |

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###### PROFESSIONAL OBJECTIVE

Digital marketing person experienced in WordPress, Local business SEO, Organic SEO, GEO, SMO, SMM, ORM, AdSense, AdWords and Analytics account management looking forward to associate with an organization, where I can contribute and upgrade my knowledge, for development of self and organization served.

**Education Credentials**

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| --- | --- | --- | --- | --- |
| **Standard** | **University/School** | **Year of Completion** | **University/Board** | **Percentage** |
| **M. Tech(CSE)** | DAVIET, Jalandhar | 2016 | Punjab Technical University, Kapurthala. | 69% |
| **B. Tech(CSE)** | Anand College of Engineering and Management, Kapurthala. | 2014 | Punjab Technical University, Kapurthala. | 79.3% |
| **DIPLOMA(CSE)** | Mehar Chand Polytechnic College, Jalandhar. | 2011 | Punjab State Board Of Technical Education And Training, Chandigarh. | 74% |
| **10th** | Kapurthala Public High School, Kapurthala. | 2008 | Punjab School Education Board, Chandigarh. | 74% |

**Skill Set**

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| --- | --- |
| **Programming Languages** | C, C++, Java. |
| Digital Marketing | WordPress (Advanced).Local SEO (Advanced).Organing SEO( Advance).SMO (Intermediate).AdWords (Certification in basic and mobile ads).Analytics (Intermediate).Email Marketing (Basics).Affiliate Marketing (Basics).AdSense (Advanced). |
| **Database** | SQL, MySQL (Basics). |
| **Operating Systems** | Microsoft Windows XP, Windows 7/8 And Linux. |

**Academic Training and Projects**

- 10 Weeks Training in August 2010 on C++ Programmings which included fundamentals of programming, introductions to oops concepts, programming using C++ and one project about bank management system.

- 6 week(4 May 2012 to 16 June 2012) Training in Bachelor Degree: Essentials of Java Programming which included fundamentals of Java, OOPS concepts, exception handling and threads. I made a simple ------------- during this period.

- 6 week(4 May 2012 to 18 June 2012) Training in Bachelor Degree: CNNA(CISCO Certified Network Associate) certification which included basic of network, types of networks, network devices, fault diagnosis, protocol management, IOS model, TCP/IP model, routing protocols and packet tracer( network simulator). We created a network lab in packet tracker software with the help of VPN and security protocols.

- 6 week(May 2012 to June 2012) Training in Bachelor Degree: Ethical Hacking in Penetration and Testing Courses which included network attacks, its types, how to save your system from internal or external hack attempts, security firewall setup, creating servers, implementing various policies, VM ware, and much more. I created one project in VM Ware which shows how hackers becomes part of the secured network and steal data from users.

- 2 Months (June 2013 to July2013) Training in Bachelor Degree:Red Hat Certified Engineer which included basic of Linux OS, setting up server in Linux, and basic Linux commands. I created a major project of Mail Server during this training period.

- 3 Months (May 2013 to July 2013) Training in Bachelor Degree: Web Designing and Development in PHP which included basics of HTML, CSS, XAMP server installation, PHP syntax, constants, variables, loops, functions, arrays and more.

- 6 months (Jan 06, 2014 to July 4, 2014) Training in Bachelor Degree: Java training which included fundamentals of Java, OOPS concepts, Threads, Exception Handling, HTML, CSS, JSP and scripting. I developed “Tutorials Points”, a online portal of study material for students.

- 6 months (July 2017 to December 2017) Training: Professional Certification in Digital Marketing which included WordPress, Domain and server setup, Local Business SEO, Organic SEO, SMO,SMM, ORM, Email marketing, Affiliate marketing, AdSense, AdWords and Analytic.

**Publications and Thesis**

* Published a review paper named as “Energy Efficient WSN Routing and MANET Security Techniques : A Review” in International Interdisciplinary Conference on Science, Technology, Engineering, Management, Pharmacy and Humanities held in Singapore on April 22nd – 23rd 2017.
* Published a paper named as “Secure Channel Establishment Algorithm for Isolation of Selective forwarding Attack in MANET” in International Journal of Research in Electronics and Computer Engineering Vol. 5 Issue 4 October - December, 2017.
* Thesis on topic “To Evaluate and Improve AODV Protocol For Isolation of Selective Packet Forward Attack in MANET” submitted in partial fulfilment of the requirement for the award of the degree of master in technology in computer science and engineering.

**Additional Certifications**

* Professional Certification in Digital Marketing during 6 months training (July 2017 to December 2017).
* [Google Ads Fundamentals.](https://academy.exceedlms.com/student/award/12573114)
* [Google Ads Mobile Certification.](https://academy.exceedlms.com/student/award/12573114)
* Google Analytics Certification.
* Google Adsence Certification.

**Work Experience**

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| --- | --- | --- | --- |
| 1. No.
 | Designation | Time | Work Responsibilities  |
| 1 | Event Blogger | March 2015 - June 2017 | Website making, SEO, Adsence and more. |
| 2 | Registered Company | December 2017 to June 2018 | Training Courses and Assignment Outsource. |
| 3 | Webomaze Technologies | July 2018 - March 2020 | Local SEO, PPC, SMM, SMO, ORM and more. |

**Work Experience Learning Details**

1. **Event Blogger:** I have done event blogging from March 2015 to June 2017. I used to create website on a particular event and then perform SEO tasks to get it ranked in Google and earn money by associating Google Ad Sense account with it. I gained the knowledge of the below mentioned tasks while I was working on event blogging:

- Keyword Analysis with the help of tools like Google keyword planner, Ahrefs keyword planner, keyword everywhere and Jaaxy keyword planning tool.

- Competitor Analysis with the help of tools like Ahrefs, Moz and SEM Rush. I also use these tools to find new back links from competitions to grab the opportunity to generate new back links.

- Website Design and Development

- Purchasing a new domain

- Setting up the server

- Installing Word Press

- Installing Theme and Required Plugins

- Creating Categories, Tags and Publishing Blogs

- Google Analytic and Ad Sense Setup

- Webmasters tools setup

- Google

- Bing

- Yandex

- SEO( Search Engine Optimization)

- Performing various ON page tasks

- Meta Tags

- Keyword Prominence

- Keyword Proximity

- Image Optimization

- Performing various OFF page tasks like

- Social bookmarking

- Directory submission

- Blog commenting

- Forum posting

- Profile Creation

- Affiliate Marketing

- Social Media Optimization for one of my news website to gain more traffic from social platforms.

- Social Media Marketing for my news website page. Later on, I renamed it to SARTS - Photography.

- Email Marketing to target new and old customers.

1. **During Own Company**: I tried to establish my own training center. I registered own company “Digitech Web Solutions” for this purpose. I got foreign assignment orders during this period and 3 SEO students. I outsourced assignments related to “Java”, “Android”, “Client Server Apps”, “Written assignments” and more.
2. **Webomaze Technologies**: I joined this company as “ Senior SEO Analyst”. I got to work on the local business promotion as well as organic projects of the clients based out in “USA”, “Canada”, Australia”, “Germany”, “UAE” and more countries. I got to learn a lot of tasks for organic and local projects.

 **3) a)** Here is the detail of tasks that I got to learn while I was working on **local business promotion**:

- Creating and maintaining GMB Listing for local business promotion which includes:

 - Registering a business on GMB.

 - Completing the listing up to 90 percent.

 - Creating posts, offers and products.

 - Optimizing Photos and Images to target specific GEO location.

- Promotional task for GMB listing

 - Local Business Listing to create business presence online

- Review campaigns for business

- City Specific Directory Submission

- Industry Specific Directory Submission

- Optimizing website to target local business

 - Creating location specific landing pages

 - Optimizing city specific meta tags

- Getting links indexed using

 - Customer website or third party web 2.0 sites.

- Recovering business from soft suspension

**3) b)** Apart from this, I have learned various off page tasks to generate high quality referring domains and backlinks. I have performed following new tasks while I was **working on organic projects**:

- Paid Campaigns

 - Setting up and impelenting PPC strategies

- Monitoring KPI to contantly improve results

- Social Medial Paid Campaign to generate leads, sales and conversions

- Co-ordinating with programming team to imrpove landing pages

- On pages tasks

 - Keyword consistency check

- Html code cleanup & optimization

 - Structured data highlighting

 - Schema implementation

 - Internal linking

 - Creating landing pages with builders like visual compose, bold builder and more.

- Off page tasks

 - Search engine submission

 - Info graphic submission

 - Visual media submission

 - Audio submission

 - Video submission

- Content based tasks

 - Guest blogs

 - Press release

- Article submission

 - Web 2.0 creation

 - PDF creation and submission

 - PPT creation and submission

 - Classified submissions

 - Quora submissions

 - Targeting featured snippets

- Skyscraper technique

- Online event creation and promotion.

- Ecommerce website SEO

 - URL optimization

- Product submission

 - Product schema mark up

- Multilingual site SEO.

- ORM Project Handling.

**Achievements**

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| --- | --- | --- | --- |
| S.No. | Project Name | Achievement | Skills Learned |
| 1 | Update Campus | Submitted news website to Google for the very first time.  | Website setup using cpanel, theme installation and settings, plugins setup, categories creation, on page SEO and more. |
| 2 | Halloween | First event site that helped me to get great exposure to various on page and off page tasks.  | Image optimization, sub pages seo, ad sense scripting. |
| 2 | Australian Open | Tennis sports event website ranked in top 10 positions in Bing search engine. | Targeting various search engines. |
| 3 | French Open | I earned around 1 lack from this event as site was in top 3 in Bing search engine.. | Interlinking experiment and permanent redirect implementation. |
| 4 | Wimbledon | My site was on top of official Wimbledon website in Bing. But, unfortunately got removed from search results by Bing for spamming. | Handling manual actions.  |

**Achievements During Webomaze**

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| --- | --- | --- | --- |
| S.No. | Project Name | Achievement | Skills Learned |
| 1 | Hollywood DJ | Got more than 20 keyword on 1st position on map and organic position. Total keywords 40. | Ranking E-commerce Store on organic along with a physical location.  |
| 2 | Reparex | Got the project on first position within 14 days of assignment. | E-commerce Store SEO. |
| 2 | Joon Song MD | In this we tried to get its listing above the negative news so that it can reduce negative impact. | Online reputation handling for a negative buzz.  |
| 3 | Ability Mortgage Group | Worked for 4 months and got its all keywords in top 50 and few in top 20.  | Targeting city wise keywords using different landing pages.  |
| 4 | TieCON  | Got the chance to plan and mange the Facebook ad campaign for one of the biggest conference of India.  | Creating, managing, monitoring, and improving the Ads for Facebook and Instagram. |
| 5 | Reparex Product Ads Campaign  | Got to learn about product campaigns for Google Search Engine.  | Exposure to product ads, catalogs and feed maintenance. |
| 6 | AlleServe Ad Campaign | Creating a Google Ad campaign from scratch for all in one service provider company in Dubai.  | - Creating, managing, monitoring, and improving the Ads score, Visibility and CTR for customer. - Creating and adding goals to monitor results. |
| 7 | Japanese Hack Attack | One server with multiple sites was hacked by Japanese Hack Attack. Found the permanent solution for it. | How to remove permanently fix the Japanese hack tack and implemented further security measures.  |
| 8 | Soho Rug Cleaning | Special Plan was created for this project resulting in gradual improvement of the stats. | Deep divine into all the aspects of a local business and its prominence. |
| 9 | Sir Ravi Kant | Created and ranked a website for our manager in just 10 days. | Target keywords were “happy birthday ravi kant sir” and “ravi kant sir birthday wishes”. |

**Strengths**

* Ability to work in a team.
* Willingness to learn new things.
* Patience and ability to manage stress.
* Ability to deal with people diplomatically.

**Weakness**

* Need improvement in mathematics.

**Extra-Curricular Activities**

**Workshops**

* Certificate of Participation in Virtual Tech Days in event Tech-Ed PRECON conducted by Microsoft on 9-11 February, 2011.
* Certificate of Participation in Vigilance Awareness Week in event Essay Competition on the topic Corruption eradication leads to National Development at Anand College of Engineering & Management, Kapurthala organized by Sardar Swaran Singh National Institute of Renewable Energy on 31 October – 05 November, 2019.
* Certificate of Attended workshop on Hands on Training covering Embedded System Technology and Robotics organized by Sofcon India Pvt. Ltd. On 21 January, 2012.
* Certificate of Attended workshop on Ethical Hacking and Information security at Anand College of Engineering & Management, Kapurthala organized by Secugenius security Solutions on 11-12 February, 2012.
* Certificate of Attended workshop on Time and Thought Management organized by Mars House of Professionals on 19-20 September, 2012.
* Certificate of Attended workshop on ICT(Information and Communications Technology) by Huanei Authorized Network Academy organized by Technocrats E Services on 24 October, 2019.

**Competitions**

* Certificate of Participation in INNO-TECH-2011 in event Project/Model Making Competition at Mehar Chand Polytechnic College, Jalandhar organized by Pushpa Gujral Science City & Punjab technical University on 18-19 March, 2011.
* Certificate of Participation in Turban Tying Competition organized by Anand College of Engineering & Management, Kapurthala on 29 February, 2012.

**Youth Festival**

* Certificate of Participation in Legal Literacy Youth Festival-2012 in event Documentary Competition, Stood FIRST at Hindu Kanya College, Kapurthala, organized by Punjab Legal Services authority & department of Higher Education, Govt. of Punjab on 11 March, 2012.
* Certificate of Participation in Legal Literacy Youth Festival-2012 in event P.P.T Competition, Stood THIRD at Hindu Kanya College, Kapurthala, organized by Punjab Legal Services authority & department of Higher Education, Govt. of Punjab on 11 March, 2012.
* Head of DJ Management Committee in Youth Club in B. Tech.

**Sports**

* Gold Medalist Basketball in ACEM Collage (2012).

**Personal Details: -**

Date of Birth : October 08, 1993.

Marital Status : Married

Nationality : Indian

Languages Known : English, Hindi and Punjabi.

**DECLARATION**

I hereby declare that the above written particulars are true to the best of my knowledge and belief. I assure to work sincerely and prepared to do hard work duly abiding to organization.

Date: - Sep 20, 2020.

Place: - Kapurthala. (Hardeep Singh)