

**NARENDRA KUMAR**  
Contact No: 99XXXXXXXX  
Email id: [nkexample@gmail.com](mailto:nkexample@gmail.com)

**Team Leader/Associate Manager**  
Digital Marketing/Internet Marketing  
**Industry Preference:** IT/Retail/E-Commerce  
**Location Preference:** Delhi, Noida, Gurgaon

## PROFILE SUMMARY

A Digital Marketing Professional with over 4.7 years of experience in the areas of:

|   |  |                                 |
|---|--|---------------------------------|
| <b>Search Engine Optimization (SEO)</b> | <b>Social Media Management</b>         | <b>Google Adwords</b>           |
| <b>PPC Advertising</b>                  | <b>Digital Marketing</b>               | <b>Internet Brand Marketing</b> |
| <b>Google Analytics</b>                 | <b>Google Webmaster/Search Console</b> | <b>Google Adsense</b>           |
| <b>Growth Hacking</b>                   | <b>Viral Marketing</b>                 | <b>ORM</b>                      |
| <b>E-commerce website promotion</b>     |  |                                 |

- Currently associated with **Company Name** (ABC Pvt. Ltd.) as Team Leader or Associate Manager, Digital Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Brand Management, and Online Reputation Management.
- Skilled in marketing the clients' business to achieve objectives such as lead generation, high online visibility, online brand positioning including social media management and online reputation management.
- Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC (Google Adwords), Content Management, Landing-Page Optimization, Link-Building and so on.
- Exposure of working with multi language website management and marketing strategy & promotional activities.
- Experience in planning and organizing online viral marketing as well as brand promotion strategies for client's business.

## ORGANISATIONAL DETAILS

|                             |                           |  |
|-----------------------------|---------------------------|--|
| <b>ABC Pvt. Ltd., Delhi</b> | <b>Dec 2015 – Present</b> | <b>Team Leader – Digital Marketing</b> |
|-----------------------------|---------------------------|--|

### Key Result Areas:

- Formulating marketing strategies for Search Engine Optimization in order to increase organic traffic in website.
- Planning and devising on-page optimization strategies as per website requirements.
- Formulating marketing strategies for Social Media optimization in order to increase brand visibility and improve online branding of the business
- Working on lead generation through SEO, PPC, etc.
- Managing the development and optimization of landing pages for PPC and E-Mail Marketing.
- Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools.
- Assisting the company's business development team in developing proposals within the digital marketing segment.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management.
- Coordinated with Marketing and Sales teams to gather information towards analyzing efficiency and Return on Investment (ROI) of all Services and brand management campaign.

- Coordinated with the company's web development team in developing SEO friendly website and portals also co-ordinate to develop multi language website management strategy.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital advertising strategy for delivering best CTR (Clickthrough Rate) in Google Adsense for make money online through website.

---

## SOME PROJECTS

<https://www.thedigitaleducation.org/> (This is a Digital Marketing Training Institute Website) currently I am working in this website from last 2.5 Months, it has more than 150+ keywords and approx 60 keywords is in first page in google india.

Please Explain Some project in Details..... with Website URL.

**Some past projects:** ~ example.com example1.com example2.com

---

## PROFESSIONAL CERTIFICATION

Qualified some google certification exam!

- Certificate for Completion of [Google Fundamental](#) .
- Certificate for Completion of [Social Media from HubSpot Academy](#).
- Certificate for Completion of [Google Search Ad](#).
- Certificate for Completion of [Google Display Ad](#).
- Certificate for Completion of [Google Analytics](#).

---

## IT SKILLS

Host Platforms                      Windows, UBUNTU  
Language                              Basic HTML  
Knowledge of MS Office.  
Familiar with Adobe Photoshop and Adobe Dreamweaver.

---

## ACADEMIC DETAILS

B.Tech (E&Tc) from ABC Engineering and Technology, New Delhi, Delhi Technical University in 2015 with 8.6 CGPA

---

## PERSONAL DETAILS

Date of Birth: 17th Oct 1994  
Languages Known: Hindi, English & French  
Address: WA-119A, 3<sup>rd</sup> Floor, Shakarpur, Laxmi Nagar, New Delhi – 110092