

UMESH KUMAR

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Google Ads and Digital Marketing professional contributing to the growth of the organization through an ability to deliver the best.

Work Experience: 8 Years 10 Months

Click Yatra India LLP. New Delhi (Deputy Manager – Digital Marketing – March 2016 – Present)

Click Yatra provides online travel & tour services including hotel booking, tour packages and plans in India.

- Managing Digital Marketing and Social Media Team
- Plan & execution digital marketing and social media activities
- Digital Marketing– SEM, PPC, SMM, Google Ads, Google Analytics, Facebook Ads and other social media campaign execution and management
- Planning campaign strategy and research
- Management of websites SEO, SMO, social media, content marketing, Email, Mobile Apps, On-Page & Off-Page Search Engine Optimization
- Expertise in on-page and off-page, Keywords research, audit and strategy to ensure the most effective SEO campaigns.
- Social Media Activities on – Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram,
- Digital marketing, social media analysis & tracking tools
 - Hootsuite, Postcron, SEMRush, SumoMe, Tweetdeck, Buffer, Ahrefs, Commun.it, Moz Suite, SpyFu, Muckrack
 - Google Analytics, Google Ads/Keyword Planner, Google Search Console, Bing Webmaster Tools
- Guest post outreach for brand anchor text on high DA websites, link building through PLB and paid links.
- Handle paid ads management, banner ads, B2B, B2C, directories, web portals and various business models
- Email Marketing (Eloqua, MadMimi, Mailchimp, ConstantContact), Affiliate Marketing, Banner advertisements.
- Create regular, professional, reports and analysis of website traffic, engagement levels, sentiments, as well as opportunities & accounts.
- Co-ordinate with Sales Manager & BDM's for generating business leads.
- Managing agencies & different publisher networks.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Product marketing across different business verticals: Consumer, Print, Web, Mobile.
- Projects undertaking
 - www.corbettresorts.co.in
 - www.ranthamboreresorts.in
 - www.jimcorbettresorts.co.in

Reliable E Solutions Pvt. Ltd., Gurgaon (Asst. Digital Marketing Manager – February 2014 – March, 2016)

Crowdsourcing marketplace for custom designs, targeting small businesses, entrepreneurs, business owners, startups and graphic designers across the globe

- Managing Digital Marketing and Social Media Team
- Digital Marketing– SEM, PPC, SMM, Google AdWords, Google Analytics, BingAds, Facebook Ads and other social media campaign execution and management
- Guest post outreach for brand anchor text on high DA websites, link building through PLB and paid links.
- Develop, track and update scalable processes for selected strategies.
- Execute strategies to submission based, syndication, and funneling and outreach strategies.
- Execute and develop key prospecting strategies and processes.
- Expertise in on-page and off-page, Keywords research, audit and strategy to ensure the most effective SEO campaigns.
- Deploy an effective local and long-tail search strategy
- Collect and analyse website metrics data from Google Analytics, Webmaster, Ominiture, MOZ tools and drive numbers based marketing strategies.
- Social Media Optimization- Facebook, Twitter, LinkedIn, Instagram, YouTube
- Monitor trends in social media tools, applications, channels, design and strategy.
- Digital marketing, social media analysis & tracking tools
 - Hootsuite, Postcron, SEMRush, SumoMe, , Tweetdeck, Buffer, Ahrefs, Commun.it, Moz Suite, SpyFu, Muckrack, Marketo
 - Google Analytics, Google AdWords/Keyword Planner, Google Webmaster Tools, Bing Webmaster Tools
- Handle paid ads management, banner ads, B2B, B2C, directories, web portals and various business models
- Review strategies with client so they understand the recommendations and campaigns thoroughly
- Video optimization and drive traffic on user engagements.
- Digital Media Planning and Buying.
- Interactive content creation to make it more interesting and increasing use engagements
- Content optimization with proper use of brand anchor text, citations and keywords prominent
- Identify trends and insights and optimize performance.
- ROI analysis from Google AdWords and other online measurement tools to measure quantitative and qualitative results.
- Development, design, and implementation of multiple Interactive marketing plans & strategies
- Gathering the client requirement. analyzing, generating report and assigning the work as per the instructions
- Competitive research regarding tools, tactics and plans of competitors
- Create regular, professional, reports and analysis of website traffic, engagement levels, sentiments, as well as opportunities & accounts.
- Co-ordinate with Sales Manager & BDM's for generating business leads.
- Managing agencies & different publisher networks.
- Creating strategic alliances & brand promotions across digital space.
- Projects undertaken
 - www.designhill.com
 - www.relesol.com

CSS Player IT Solutions, Faridabad (Sr. SEO Specialist - November 2010 – February 2014)

CSS Player is web design and web development Company delivering all kinds of end-to-end web development services of any complexity to companies of all sizes from startups to large enterprises.

- Managing SEO Team
- Managing PPC, Google Adwords, Google Analytics, BingAds, FB Ads
- DoubleClick for Advertisers (DFA) Campaigns Management
- Social Media Optimization including Facebook, Twitter, LinkedIn, Google+
- Planning and execution of online promotion plan/strategies using online avenues and resources.
- Manage online promotional activities
- Hire, train, and supervise the work performance of employees in required internet marketing division
- Research, analyze and monitor market trends and competitive environment.
- Track the performance of keywords, banner ads, and other marketing campaigns.
- Brand promotion
- Expertise in on-page and off-page SEO techniques
- Building and executing SEO strategies
- Panda & Penguin effect recovery
- Assist in wireframe creation and layout of web pages when needed
- Web Tracking and analysis using Google Analytics / Webmaster Tools
- Competitive research regarding tools, tactics and plans of competitors
- Identification of the key initiatives of the SEO strategy on a global basis
- Interacting with Indian as well as international clients over voice/ mail/ chat sessions
- Link building – manually researching and approaching potential sites to acquire links.
- Preparing SEO proposal for new clients
- Email Marketing, Affiliate Marketing, Banner advertisements.
- Co-ordinate with Sales Manager & BDA's for generating business leads.
- Projects undertaken-
 - www.cssplayer.com
 - www.hierank.org
 - www.aravali.edu.in
 - www.intelivisto.com
 - www.inteliclass.com
 - www.regattaexports.com
 - www.sarvodayahospital.com
 - www.sitarambhartia.org
 - www.w-hospital.in
 - www.graphicair.co.uk
 - www.dynamictelcom.com
 - www.hbproducts.dk
 - www.sequoyahills.com
 - www.photographytalk.com
 - www.housingunits.co.uk
 - www.pokershop.com.au
 - www.just4design.co.uk
 - www.expatriatefoundation.org
 - www.lalqila.com
 - www.pixallus.com
 - www.cutting.net.au

TCY Learning Solutions Pvt. Ltd, Ludhiana, Punjab (Sr. SEO Expert - March 2009 - August 2010)

One of the first institutions to acquire an ISO 9001 certification to provide quality support to students and teachers through three modes viz classroom training, distance learning through correspondence and online.

- Promoting the websites in leading search engines, such as Google, MSN, Yahoo, and Managing PPC Google Adwords Campaign.
- Projects undertaken-
 - www.tcyonline.com

Reliance Industries Ltd. (Client of NVR & Associate Ltd.), New Delhi (IT Executive - March 2008 - January 2009)

Reliance Industries Limited (RIL) is the flagship company of Reliance Group, India's largest private sector enterprise, with businesses in the energy and materials value chain.

- CMS management
- KMS Management using Lotus notes
- Date to-day file management
- Corporate news distribution
- E-mail archives backup

Qualification

Professional:

MCA in 2006 with CGPA 7.85 from Regional College of Management, Bhubaneswar affiliated to Biju Patnaik University of Technology, Rourkela, Odisha.

Academic:

- B.Sc (Physics Hons.) in 2002* with 70.75% from St. Columba's College, Hazaribagh affiliated to V. B. U., Hazaribagh, Jharkhand.
- I.Sc (10+2) in 1997 with 60.77% from St. Columba's College, Hazaribagh affiliated to B. I. E. C., Patna, Bihar.
- Matric (10th) in 1995 with 73.62% from Rajendra High School, Dhanbad affiliated to B. S. E. B., Patna, Bihar.

Certification:

- Yahoo Bing Ads Certified
- Certification link
 - <https://goo.gl/UbTgMd>
- Google AdWords Certification
 - <https://goo.gl/adf2sh>
 - Search Advertising Reference No. - 4847237192744960

Software Skills

- Languages: PHP, Java/ J2ee(Jsp/Servlet/Spring/Struts)
- Database: Ms-Access, Oracle 8i/9i, MySQL
- Web Tools: HTML, DHTML, Java Script, Dreamweaver
- Operating System: Windows8/ Windows10, UNIX
- Package: Ms-Office, Open-Office

Personal Skills

- Willingness to continuously learn, upgrade skills and train others
- Adapt at client requirement comprehension, project planning, and problem resolution.
- Effective and efficient in leading large and diverse project teams.
- Goal-oriented, creative and resourceful.
- Good communication skills both at technical and business management levels.

Umesh Kumar