

PRAVIN KUMAR GUPTA

Gijhor Gaon, Sect-53, Noida (201301) U.P.

Contact No: - 9911640253

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I have more than around 10th years of experience in Online Promotion, Organic & Non-Organic SEO (On / off page), PPC, SEM and SMO in association with world renowned platform in IT Industry.

Hands on experience of various industry domains such as E-commerce, Education, Travel Tourism, Education, Jobs & Careers, Astrology, Legal, Real Estate and News Portal.

Focus on next generation web marketing 2.0, social media promotion techniques, Online Reputation, Online Attraction, web viral marketing and new media businesses.

Now looking for a Progressive organization where my professional skill will get a versatile, challenging and dynamic position in an organization that provides a positive work and professional as well as personnel growth.

SLA Consultants India

Designation: Digital Marketing Manager Cum Trainer

Duration: March 2017 to Till Date

Jobs Responsibility:

- Trainer of Digital Marketing
- SEO and Content Team Handle
- Search Engine Optimization Strategy
- Paid Media, Affiliate Media and Email Marketing
- Google analytics and Webmaster Report
- Paid Content + Guest Post

A Fore Technical Solutions Pvt

Designation: Digital Marketing Manager

Duration: June 2016 to March 2017

Jobs Responsibility:

- SEO and Content Team Handle
- Search Engine Optimization Strategy
- Paid Media, Affiliate Media and Email Marketing
- Google analytics and Webmaster Report
- Paid Content + Guest Post

www.kataak.com

Designation: Digital Marketing Manager

Duration: Sep 2015 to Feb 2016

Jobs Responsibility:

- SEO and Content Team Handle
- Search Engine Optimization
- Paid Media, Affiliate Media and Email Marketing
- Google analytics and Webmaster Report

Stonehenge E-Commerce Pvt Ltd. (www.runbus.in) as Consultant

Designation: Online Marketing Manager

Duration: Dec 2014 to April 2015

Jobs Responsibility:

- Search Engine Optimization
- Paid Media, Affiliate Media and Email Marketing
- Google analytics and Webmaster Report
- Website Design and Development analysis Management (Products Development) Like Project manager

Lavidaluxe Lifestyle Solutions (www.Elitify.com)

Designation: Sr. SEO Manager

Duration: 1st Aug 2013 to 7th Nov 2014

Jobs Responsibility:

- SEO : Keywords Research, On/Off Page Optimization
- Paid Media: Google Adwords, Facebook, e-mail, Retargeting and Coupon, Remarketing, CPL, CPC, CPM
- Affiliates : DGM, Vcommission, Tyroo
- Google analytics: Tracking, Reporting, Visitor analysis, Campaign, Email Clicks, open rate, Ads analysis, Keywords Analysis
- Website URL & Navigation according SEO management.
- Google webmaster tools
- User engagement, Traffic, latest SEO trends and Monthly Reports

GKB Online Trading Pvt Ltd. (gkboptical.com)

Designation: Internet Marketing Manager

Duration: 10th Sep 2012 to 24th July 2013

Jobs Responsibility:

- Handling On/Off Page Optimization and SEO Team Handling.
- SEO strategic for traffic driven and user behaviors
- Website URL & Navigation SEO management.
- Google analytics: Tracking, Keywords analysis, webpage loading time optimization and Google webmaster tools
- Keywords Analysis according Business, User engagement, Traffic and trends.
- Solutions and management of Internet marketing as Email, Social Media.
- Adwords optimization, landing page, CPC, CPM, CPA, Display ads and text ads etc.
- Product and landing pages Analysis and optimization with tech solutions.

Applect Learning Systems Pvt. Ltd. (Venture Group of Naukri.com)

Designation: Internet Marketing Manager

Duration: 28th March 2011 to 13th July 2012

Functional Areas:

- On page & Off page Optimization (Research & Development of SEO Strategic)
- Handling SEO, SMO team and Social Networking and Bookmarking tactics.
- Google Ad words
- Keywords optimization & Research
- Ads & keywords Optimization
- Dynamic ads created, ad Copy
- Google analytical reports.

- Press Releases Submissions partner sites
- Social Media marketing strategic (Twitter, FB, LD etc).
- Web Directory submission, Article Submission, Classified Ads with Local Service Business listing strategic.
- RSS created and submission, Blog creation, Website Navigation, URL Re-writing Solutions.
- Keyword research using Word Tracker, Good Keyword and google tool.

Responsibility:

- Handling an Online Marketing Team with designer and other resources.
- Responsible for website Navigation Structures, as per SEO norms <http://www.meritnation.com> with more traffic driven techniques develop with management.
- Keyword adjustment on web pages as static and Dynamic both
- Making a manually RSS Feed, Submission, XML Sitemap
- Check Keywords positions weekly Report & monthly
- User, Unique/reload visitor with Google Analytics
- Writes Meta tag, Google XML Sitemap, Set Analytics Goal value
- Work for online Reputation and Online Attraction
- PPC Ads optimization and report (Yahoo, Google, Facebook), Negative Keywords, Search, CPC, CPA, Weekly Budget, display networks,
- PPC Landing Page creation with designer, Developer & verify with management Team.
- Videos optimization Techniques, Slide Share, Image optimization.
- YouTube on Videos Optimization.

India Net Consultants

Designation: Senior SEO

Duration: 14th Jan 2008 to 2011 March

Functional Areas:

- On page & Off page Optimization for commercials Portal
- W3C Completion & Validation of CSS, HTML, SMO, Social Networking and Bookmark.
- Uses of Google Tools Google Ad Planner, Google Trends, Google Ad words, Google analytical & Ad sense, Keyword research tool.
- Yahoo Explore & YPN.
- Viral Marketing
- Press Releases Submissions
- Affiliation marketing
- Social Media Marketing
- Link Exchange, Book marking, Paid Directory submission , Article Submission, Classified Ads
- RSS created and submission, Blog creation
- Keyword research using Word Tracker, Overture, Good Keyword, Web CEO, IBP
- User tracking tool eXTReMe Tracker tool, State Counter, Google Analytics

Responsibility:

- Responsible for Website Design Structure and Navigations solution of Web Sites
<http://www.helpinelaw.com> , <http://www.indastro.com>, <http://www.indrealty.in> and <http://www.indianastrology2000.com>
- Keyword adjustment of GEO Location
- SMS Advertisement daily horoscope
- Paid listing of Directory & lawyers, Paid horoscope query monthly/daily
- Making a manually RSS Feed, Submission, XML Sitemap
- Check Keywords position weekly Report & monthly
- Meta tag verification in MSN, Google, Yahoo
- User, Unique/reload visitor, IP location, GEO location, tracking to extremetracking.com
- Writes Meta tag, Google XML Sitemap, Set Analytics Goal value
- Working in different-2 area as a Lawyers site, real estate site, News, Astrology site
- Weekly targeted achieve reporting Project Manager

Braintechnosys (P) Ltd.

www.braintechnosys.com

Designation: Senior SEO/PPC

Duration: 11th Apr, 2007 to 10th Jan 2008

Responsibility:

- Chat and email of SEO Clients.
- Handling 5 member team of SEO associates, graphic designer & developer.
- Create Google PPC Campaign select keyword , all keyword research, keywords prominences, density check, On page, write meta tag.
- Making a manually RSS Feed, Book marking, Check Keywords position, Google Meta tag verification, Sitemaps creation, XML Sitemap.
- Set Analytics Goal Value and working in different- different area domain as a eBay website,
- HR Site, Jobs, Lawyers, Travel, script sale & job site, real estate site.
- Achieve targeted work, weekly reporting Project Manager and Clients.

Web Interforge (Pvt)

Designation: SEO Executive

21st May 2006 to 1st April 2007

Functional Areas:

- Yahoo PPC/Explore,
- Directory submission, Directory Dominator
- Link Exchange,
- Search Engine Submissions, Article Submission,
- Site Upload,
- Keyword research using Word Tracker,
- Overture, Google Tools,
- On page Optimization & Off page Optimization

Responsibility:

- Reciprocals Link Exchange,
- Check Keywords position,

- Directory submission, Article Submission, Title, Description,
- Anchor tag and 38th site handle of health related & Travel area
- Weekly reporting to Team Leader.

Professional Qualification -

- M.C.A. from Allahabad Agriculture Institute-Deemed University with 61% (2002 to 05).
- One-year diploma in Information Technology from JMT Varanasi in 2001.

Academic Qualification-

- 1) **M. A.** (Eco. History & Modern His.) Purvanchal University Jaunpur U.P in 1995.
- 2) **B. A.** from Purvanchal University, Jaunpur in 1993.
- 3) Intermediate (**12th**) from U.P. Board 1990.
- 4) High school (**10th**) from U.P. Board in 1988.

Technical Skills -

Programming Language: Basic knowledge of Core Java (Applet, and JFC), PHP, HTML & VB6.0.

SEO Tools: SEO Elite, SEO studio, RoboForm, Memo Clip, Link exchange, Myspace, Twitter, Directory Dominator.

FTP: File Zilla, Cute FTP, WS_FTP, Web CEO,

Internet Exp. Mozilla, Chrome, Opera and Safari

Projects-

www.elitify.com (SEM, SEO, e-mail, Affiliate)

www.meritnation.com (SEO & PPC)

www.indastro.com

www.detulliolawfirm.com (PPC & SMO)

www.helpinelaw.com

www.vedic.indastro.com

www.4immigration.com

www.profilesinternational.com

www.zipcode-finder.com (PPC)

www.cmlor.com

www.boatquest.com

www.lavalampsdirect.co.uk/

www.autox.in

www.trullo-bello.com

www.indianastrology2000.com

www.joy-travels.com (as a SEO/SEM Consultant)

www.dsdtravels.com

www.kei-ind.com (SEO, PPC & SMO)

www.learnersplanet.com

Strengths-

- High laborious capacity
- Complete my tasks within given timeframe

Personal Details-

Father Name: Shri Vishwa Nath Ram
Date of Birth: 01/10/1973
Marital Status: Married

Declaration-

I hereby declared that all above-mentioned information is true & complete to the best of my knowledge and belief.

Place: _____

(Pravin Kumar Gupta)