

## VIKAS GUPTA

Contact No.: 9639322322 | 9557868320

E-Mail: gupta.vikas0044@gmail.com

### MANAGERIAL ASSIGNMENTS

SEO/Digital Marketing

Industry Preference: IT/Server Manage

Location Preference: Dehradun

### PROFILE SUMMARY

A Professional with over 5 years of experience in the areas of:

Search Engine Optimization  
Digital Marketing  
Google AdSense

Social Media  
Content Writing  
Google Analytics

PPC Advertising  
Google AdWords  
Google Webmaster

- Skilled in marketing the clients' business to achieve objectives such as lead generation, high online visibility, online brand positioning and online reputation management
- Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC, Content Writing, Off & On Page SEO, Link-Building and so on
- Exposure of working with clients dealing and handling marketing & promotional activities.
- Demonstrated acumen in planning and organizing online as well as off-line events for brand promotion strategies for client's business
- Analytical, meticulous and quality-oriented professional with an eyes for detail

### CORE COMPETENCIES

- Devising web-marketing strategies that have elevated brands from relative obscurity, generated leads/revenue and increased profits in competitive markets
- Developing content initiatives to launch blogs, video content and social media profiles in order to generate thought leadership and significant inbound marketing results
- Analyzing and researching keywords related to client's website through keywords research tool
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings
- Ensuring continued success of Cost Per Click (CPC) lead generation, delivering strong profits and Return on Investment to the business
- Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.

### ORGANISATIONAL DETAILS

Since 2012

CompSkill Technologies, Location

Technical Support & SEO

#### Key Result Areas:

- Planning and devising on-page optimization strategies as per website requirements
- Developing content copies involving articles and press releases
- Formulating marketing strategies for Facebook page optimization in order to increase brand visibility and improve online brand positioning of the business
- Working on lead generation through LinkedIn Group Creation, PPC, etc.
- Managing the development and optimization of landing pages for PPC and E-Mail Marketing
- Gathering data about various countries, products and industries related to the niche as a part of pre-launch market research
- Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools

### ACADEMIC DETAILS

2012

B.SC from HNB Garhwal University

### PERSONAL DETAILS

Date of Birth:

28<sup>th</sup> Jul

Languages Known:

Hindi. English & Punjabi

H.No.-258, EWS M.D.DA. Colony, Dalanwala  
Dehradun 248001

Address: