

# MANU

## Digital Marketing

### Contact

#### Mobile

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#### Address

Mayur Vihar Phase 3 , Delhi 110096

### Expertise

- SEO
- SMM
- Google Ads (Basic)
- Blog Marketing
- UI/UX
- Brand Awareness
- Content Marketing
- Website Designing

### LinkedIn

→ /in/manu-s-7770a6171/

### Education

#### → A Level Course (P.G.D.M.)

National Institute of Electronics & Information Technology  
(2019-20)

#### → Graduation (B.Sc. Computer Science )

Delhi University (2014-17)

#### → XII (Senior Secondary), Science (PCM)

CBSE Board, New Delhi

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I am a highly motivated Digital Marketing Professional with 3.6 years of experience in SEO & SMM, Brand Awareness, Content & Blog Marketing. As an Individual, I like to Find solutions in a typical situation to meet the goals.

### Professional Attainment

#### → Brand Awareness :

Implemented SEO best practices and Grew project from 1000 to 100,000 in 3 monthly impressions on SERPs to build brand awareness and trust with potential customers.

#### → Traffic Growth (Generic Traffic)

Increased monthly organic site visits by 10 to 150 monthly visitors by Focusing on SEO efforts around generic keywords signaling customer purchase intent.

### International Industry Experience in SEO

Beauty/ Finance/ Tech/ Food & Drinks/ Education/ Healthcare/ Auto / Legal

### Certifications & Awards

#### → Social Media Marketing and Google Ads Fundamentals

Successfully completed a professional course on Social Media Marketing and Google Ads Fundamentals from DUCAT: Top Institute for IT Training Courses in Noida,

#### → University Level Chess Certificate

Inter College Badminton Certificate

Inter College Fest Org. Certificate

# Work Experience

## Elements HR Services Pvt. Ltd. Sept' 23 - May' 25

### SEO & SMM Executive

#### Brand Awareness ( [Wahstory](#)):

- Organic traffic growth through content marketing and high quality backlinks.
- Performed in-depth analysis of customer journeys and Funnel pain points to identify optimization opportunities.
- Created educational blog content focused to build brand awareness and trust with potential customers.
- Implemented SEO best practices to build organic blog traffic to 2.5 Lakh/Monthly impression on google SERPs.

#### SEO Analytics & Reporting:

- Track rankings, organic traffic, CTR, and conversions using Google Analytics and Google Search Console.
- Generate SEO performance reports and provide actionable insights for improvement.

#### Social Media Handling:

- Management - Handling each platform (like Instagram, LinkedIn, FB) to attract and retain followers.
- Analytics & Performance Tracking - Using tools like Google Analytics, Meta Insights to monitor campaign performance, track KPIs (likes, shares, conversions), and optimize future strategies.

## Green Byte Web Pvt. Ltd. May' 22 - Jun' 23

### SEO Executive

#### Website UI/UX Improvements and On-Page Optimization:

- Optimizing title tags, meta descriptions, and header tags with targeted keywords
- Fix issues like page speed and Core Web Vitals using free tools like Google Search Console
- Ensure the website is crawlable, indexable, and mobile-friendly

#### Off-Page SEO:

- Handling SEO of 10-12 projects International client website
- Link-building through high quality backlinks and platforms like SEMrush, Moz, Screaming frog to track link profiles and identify backlinks.
- Conducted comprehensive audits of competitor websites to assess backlink strategies, keyword focus, and content gaps. Tools Used: SEMrush, Uber suggest.

## Graygraph Technologies Pvt Ltd July' 21 - May' 22

### SEO Executive

#### Keyword Research:

- Understanding Business Goals & Audience
- Keyword Discovery ( tools like Google Keyword Planner, Ubersuggest, and SEMrush to gather keyword ideas. I also check Google autocomplete, People Also Ask, and competitor websites to discover hidden opportunities)
- Keyword Analysis & Mapping

#### Projects SEO Off-Page SEO

- Managed SEO of 5 to 10 active International website.
- Developed and maintained a thorough understanding of each client's products, customers, competitors, and objectives.
- Delivered client reporting and analyzed results, providing strategic recommendations on areas for ongoing optimization.
- Develop and execute link building plan to acquire backlinks.