

VIVEK KUMAR VERMA

✉: C 1567, Pocket C, Palam Vihar, Gurugram, Haryana 12217
☎: +91-9045128451, +91-8433269849 📧: vivek.iftmu@gmail.com

PROFILE SNAPSHOT

Digital Marketing Professional with Over 2 Years of Experience in the Area of:

Search Engine Optimization

Online Brand Marketing

E-Commerce

Search Engine Marketing

Content Marketing

PPC Advertising

Social Media Marketing

Web Analytics & Reporting

E-mail Marketing

- Google certified Digital Marketing professional with more than 2 years of experience in Digital marketing & building the brand across various digital platforms innovatively.
 - 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 high budget AdWords and Social Media campaigns.
 - Expertise in SEO (On-page & Off-page), SEM, SMM, Content marketing, Social media engagement, Google AdWords, Google analytics, web analytics, inbound/outbound marketing, affiliate marketing & Programmatic buying.
 - Analytical, meticulous and quality-oriented professional with an eye for detail.
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PROFESSIONAL STRENGTHS

- Creating campaigns for search, display, mobile, video advertising as per buyer persona to drive traffic to websites & maximizing conversions and ROI & to build brand awareness.
- Researching the best keywords using tools like Google Trends, Google Suggest, Google Keyword Planner, SemRush, LSI Graph etc. on 3 major factors such as Relevancy, Popularity and Competitiveness.
- Providing campaigns Performance reports & Analysis to clients using Google Analytics, Moz, SPYFu, Buzzsumo.
- A/B testing using Google Analytics. Lead generation using various channels. Managed Link building campaigns.
- Track, analyze and report key performance parameters like traffic, page per visit, session duration, conversion tracking, SERP rank, Social media presence etc. using Google Analytics.

TECHNICAL EXPERTISE

Programming: HTML, CSS, PHP, Python (Beginner)

Graphics: Photoshop

CMS, Blogs and Forums: Wordpress, Joomla and Blogger

SEO/SEM/SMM Tools: Google Analytics, Google Search Console, Google Webmaster Tools, Google Adwords, Keywords Planner, SEMrush, MOZ, SPYFu, Buzzsumo, TweetDeck, Hootsuite.

- Have good knowledge of Backtrack and Kali OS tools use for Ethical Hacking or Pen testing.
- Excellent knowledge of Phishing, Manual SQL Injection including Blind Injection and String Based Injection, XSS Both persistence and non persistence and also DOM based cross site scripting.
- Worked on LFI/RFI new techniques to leech the security of web based applications and reported bugs to admin team.

PROFESSIONAL EXPERIENCE

- **Senior Analyst – Digital Marketing:** Eyuva Technologies, Gujarat
(July 2016 to March 2018)
- **Roles and Responsibilities:** Keywords Research, Lead Generation, Brand Awareness, Campaigns Management, Traffic Generation, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Competition Analysis, Reports Generation.
- **Significant Accomplishments:**
 - Increase website traffic by 80% through SEO, SEM, PPC.
 - Decrease bounce rate by 20% by improving content.
 - Increase ROI by 65% through Re-marketing & Targeting
 - Reduced CPA by 25%.
 - Increase Lead generation by 70%.
 - Increased SERP ranking for one of the client from 156 to 4.
- **Apprenticeship – Network Associate Engineer:** MTNL, New Delhi
(September 2015 to June 2016)
- **Roles and Responsibilities:**
 - Hands on experience on Nagios Monitoring System.
 - Network Troubleshooting through Linux tools.
 - Configuration and Installation of IIS and Apache servers.

- **Freelancing** – www.freelancer.com www.upwork.com
(Feb 2010 to March 2018)
 - **Roles and Responsibilities:** Web Development and Designing, Website Security, Penetration testing on web applications, SEO, SMM, SEM, Affiliate Marketing, Drop Shipping, CMS Management, CRM Development.
 - **Significant Accomplishments:**
 - Developed more than 50 websites using CMS like Wordpress and Joomla.
 - Secured more than 20 websites by reporting security bugs to admin team.
 - Managed multiple Adwords Campaigns and AdGroups for different clients.
 - Provide recommendation and execute strategies for content development in coordination with SEO goals – General and Keyword specific.
 - Admin search engine programs (XML sitemaps, Shopping feeds, Webmaster tools) for purpose of diagnostic reporting on client projects.
 - Advance link building using White Hat manual techniques.
 - Build latest Affiliate Marketing strategies to sell products.
 - Worked on Drop Shipping sites and increased sells by 30%.
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CERTIFICATIONS

Google: AdWords Fundamentals, AdWords Search Certification, Adwords Mobile Certification, Adwords Shopping Certification, Adwords Display Certification, Adwords Video Certification, Google Analytic Individual Qualification, Mobile Sites Certification, Digital Sales Certification,

Facebook: Audience Insight Certification, Video Ads: Buying and Tradeoffs Certification, Facebook for B2B Marketers Certification, Business Manager Certification, Introduction to Facebook pages Certification.

HubSpot: Inbound Fundamentals Certification, Email Marketing Certification, Content Marketing Certification.

Other: Bing Ads Accredited Professional Certification, Microsoft .Net Framework 4.0 Certified.

ACADEMIC QUALIFICATION

EXAM	INSTITUTE	YEAR OF PASSING
B.Tech (Computer Science)	IFTM University	2015
Senior Secondary School Cert.	Kendriya Vidyalaya	2010
Secondary School Certificate	Kendriya Vidyalaya	2008

EXTRACURRICULAR ACTIVITIES

- Secured Fortis Hospital's website, patched the script and bugs like Blind SQL Injection and Local File Inclusion in 2013.
 - Secured my college website by reporting different bugs in all 4 years of my engineering, changed the CMS and redesigned some pages.
 - Got 1st prize in final year project for making Lab Controller Application in C#.
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PERSONAL DETAILS

Name:	Vivek Kumar Verma
Father's Name:	Krishan Kumar Verma
Date of Birth:	7 March 1993
Address:	Chha 35, Naveen Nagar, MDA Colony, Moradabad, Uttar Pradesh
Nationality:	Indian
Hobbies:	Snooker, Badminton, Playing Guitar, Basketball and Flute.
Language Proficiency:	Hindi and English