

Parveen Kumar

#541/2 Milk Colony

Dhanas, Chandigarh (160014)

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Professional Profile:

Qualified SEO professional with solid experience in developing SEO campaigns, analytics, SEO rankings monitoring, and keyword research, site auditing methods, social media optimisation and link building. A clear communicator with a background in account management and marketing, I have a passion for optimising websites to achieve business goals and a talent for improving organic SEO rankings with my creative approach and thorough research and analysis.

Education:

Bachelor of Arts (B.A.)

Punjab University as private

12th pass

Punjab school education board (PSEB)

Employment History:

August 2013 – October 2014:

Team Leading, Softtrix web solution

September 2014 – June 2016:

SEO Consultant, Guruweb Technologies

August 2016 – June 2017:

Project Manager, Rainbowsoft Solution

Responsibilities:

- Develop SEO strategies, and implement and monitor campaigns
- Perform site analysis, keyword research and mapping, and assess link building opportunities
- Perform competitor SEO research
- Based on analysis, results and client feedback, continually improve and modify strategies to optimise effectiveness
- Prepare analytics and ranking reports and present to clients and management
- Nurture client relationships and develop relationships with new clients
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors

Achievements:

- Developed and managed a campaign that resulted in doubling of organic web traffic for a major Self Defence, leading to a 120% rise in online sales
- Helped to develop and execute a comprehensive social media marketing strategy
- Attained top 5 to 10 position in Google rankings for 60% of clients

Technical Skills:

Tools: Microsoft Office Suite, Adobe CS6 Photoshop, Wordpress

PERSONAL DETAILS:

Name	:	Parveen Kumar
Father's Name	:	Mr. Chaman Lal
Gender	:	Male.
Date of Birth	:	1th SEP, 1989.
Marital Status	:	Single.
Languages Known	:	English, Hindi & Punjabi.
Nationality	:	Indian.
Permanent Address	:	#541/2 Milk Colony Dhanas, Chandigarh

DECLARATION:

I Parveen Kumar hereby declare that the above furnished information is true to the best of my Knowledge.