



VARUN SINGHWAL

Digital Marketing

Work Experience.

GS Medical College & Hospital, Pilkhuwa Digital Marketing Manager	2022 - Present
Shri Venkateshwara University, Gajraula Asst. Digital Marketing Manager	2020 - 2022
Siyakom Technologies Digital Marketing Executive	2016- 2020
Tradeindia.com Marketing Executive	2015 - 2016
Brainwave Technology Pvt. Ltd. Marketing Executive	Feb 2015 - Sep.2015
Brainwave Technology Pvt. Ltd. Marketing Executive	2013 - 2014
Shine Web Solution Pvt. Ltd. Sr. SEO Executive (Digital Marketing)	2011 - 2013

Education.

- PGDM from AICTE, New Delhi in year 2018
- B.C.A from C.C.S University, Meerut in year 2010.
- Intermediate from U.P. Board Allahabad in year 2007.
- High School from U.P Board Allahabad in year 2004.

Role & Responsibility

- Optimized websites and pages of information.
- Back link analysis of competitors. (quality of back links, quality of pages the links are placed on and anchor text of links)

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Road, Pilkhuwa,
Distt. - Hapur, 245304 (UP)

About me.

To acquire a remarkable and versatile position in my profession by working noticeably and with up to the mark performance in the organization through my skill, abilities, knowledge, qualification, experience and confidence.

SKILLS.

Digital Marketing, Keyword Research,
On-Page Optimization, SEO Audit,
Off-Page Optimization, Facebook Ad,
PPC, WordPress, Local SEO,
Google Penalty Removal, Robots.txt,
Technical Audit, Competitor Analysis,
Web Analytics, UI Analysis,
XML Creations, HTML Placements ,
Website Create in HTML,

TOOLS.

Google Search Console, Google Adwords,
Google Play Console, Google Analytics,
Google Tag Manager, SEMRush,
Google Keyword Planner, Ahref, Moz,
Screaming Frog,

INDUSTRY EXPERTISE.

Payments, Education, E-Commerce,
Job Portal, Health, Events,
News, Game, Astrology,
Hospitality,

- Team Management, SEO, SMO, SMM, SEM, Social Ads, Google Ads, ROI, Landing Page, Keyword Research, Google Analytics, Google Search Console, Ranking Keyword & Tele-caller Team Handling.
- Now I am Handling a Team of Ten Employees.
- As a Link builder I have to analysis the projects and maintain the resource/link page for website page rank, and communicate to webmasters for link exchange, I have worked with more then 20+ websites related to shopping, hotels, travel, education, Real Estate and many others.

Personal.

Father's Name	-	Mr. Jagdish Prasad
Mother's Name	-	Mrs. Anita Rani
Date of Birth	-	November, 08th 1987
Nationality	-	Indian
Sex	-	Male
Status	-	Married
Language Known	-	English, Hindi
Permanent Address	-	Vijay Electric Works Railway Road, Pilkhuwa Hapur (U.P.), Pin -245304

I, declare that all the information given herein is true, complete and correctly described in my best of knowledge.

varun singhuwal