



SUMANJEET

Digital Marketer | SEO | Web Developer

ABOUT ME

Accomplished Digital Marketer with over **6+** years of experience leading high-performing online branding campaigns for well-known domestic & international brands.

Proven expertise in SEO, strategic marketing, content creation, performance marketing, lead generation, & social media strategies.

EXPERTISE

- SEO
- Social Media Marketing
- Google Ads
- Facebook Ads
- Wix Website Development
- Wordpress Web Design
- Branding

EDUCATION

Graduation

B.Tech in Mechanical Engineering
BPUT, Odisha
2013-17


Intermediate

CHSE, Odisha
2011-13

Matriculation


HSC, Odisha
2010-11

WEBSITE & SOCIAL LINKS

 sumanjeet.com

 [sumanjeet](https://www.linkedin.com/in/sumanjeet)

CONTACT

 7008 2008 15

 sumanjeet@gmail.com

 Bangalore, India

EXPERIENCE

Presenova Management Solutions LLP (Presidency Group of Schools)

Digital Marketing Manager

Aug 2022 - Till Date

- Managed budget allocation and resource utilization to maximize marketing ROI.
- Developed and executed A/B testing strategies to optimize campaign performance.
- Monitored trends in digital marketing landscape and adjusted strategies accordingly.
- Coordinated with design and media teams to develop high-quality creative assets.
- Implemented Advanced SEO to all websites to get top of the SERP for the targeted keywords.

Kraftshala

SEO Instructor

Aug 2021 - Till Date

- Role: Instructional and Feedback Coach for SEO
- Student assignments evaluation & provide feedback
- Conducting mock interviews

Aumsys Technologies Pvt. Ltd.

Digital Marketing Executive

Jan 2021 - Aug 2022

- Administered multiple digital accounts, including developing, implementing and optimization.
- Track success and performance of marketing campaigns promoting, branding, awareness and lead generation.
- Project planning, implementation and management to deliver top-class results.
- Conducted keyword research and developed SEO strategies for a client's business to improve their search engine rankings and drive targeted traffic to their website.
- Identified new digital channels and performed a detailed market analysis.

Innoserv Solutions Pvt. Ltd.

SEO Executive

Jun 2019 - Dec 2020

- Led SEO initiatives, conducting comprehensive keyword research, on-page optimization, and backlink building strategies, resulting in a 25% increase in organic search traffic.
- Implemented technical SEO enhancements, improving website structure and performance for optimal search engine visibility.
- Utilized Google Analytics and SEO tools to analyze website performance, track key metrics, and provide actionable insights.

Digicia Technologies Pvt. Ltd.

SEO Executive

Oct 2017 - May 2019

- Conducted an SEO audit for a client's website and identified areas that needed improvement such as optimizing website content and improving website structure. Implemented on-page optimization tactics and improved the website's search engine rankings.

CERTIFICATIONS

- Advanced Digital Marketing Certified by Indras Academy
- Google Ads Fundamental
- Google Ads Search
- Google Analytics
- Google My Business
- Google Ads Display
- Google Shopping
- Google Ads Video
- Google Ads Mobile
- Udemy - Digital Marketing

TOOLS & APPLICATIONS

- Semrush
- Screaming Frog
- Ahrefs
- Google Keyword Planner
- Google Adwords
- Google Analytics
- Google Search Console
- Google Tag Manager
- Meta Ad Manager
- Wix
- Wordpress
- Canva