

**KAPIL DEV YADAV**

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## **PROFESSIONAL SUMMARY**

Digital Marketing Professional with 3.8 years' experience in Digital Marketing. Google Adwords and Google Analytics certified with skills including PPC/SEM ,lead generation,analytics,SEO,social media, landing page optimization and creative work.

## **WORK EXPERIENCE**

### **Digital Marketing Analyst November 2018- Present**

#### **Lamppost Media Pvt Ltd, Bangalore**

- Leading a team of 8 junior's marketers; I am responsible for all digital marketing campaign to ensure a consistent flow of high converting traffic to website.
- Collaborating with the design and development teams for on and off-site conversion.
- Performed test on landing pages and delivered strategies to maintain conversion rates and ensured optimal high quality ad-score
- Created and optimized Paid Marketing campaigns in Google Adwords and Facebook to increase brand awareness with high quality conversions
- Review of traffic reports using Google analytics
- Making strategies for off-page optimization.
- Get more website traffic and leads using SEO, SEM, SMO, Content optimization, Social Media Marketing, and Email Marketing.
- Working in CRM to maintain the list of generated leads.

### **Digital Marketing Executive March 2018- September 2018**

#### **Kevnit Digital Solutions Pvt Ltd, Bangalore**

- Develop and manage all digital marketing campaigns
- Search Engine Marketing (SEM) Campaign using Google Ad Words to get traffic & leads
- Facebook Campaign to increase Likes, traffic
- Optimizing Social Channels to build awareness & branding.
- On- Page & Off Page Optimization
- Keyword analysis & Competitor analysis includes Analysis of top keywords, backlinks.
- Optimizing website structure, Meta tags, Content & Images to Search Engines.

### **SEO Analyst July 2017- December 2017**

#### **Masira Digital Marketing Pvt Ltd, Bangalore**

- Organic Search Engine Optimization and Research.
- Search Engine Marketing (PPC) and Site Integration.
- On page optimization with keyword research, Meta tags, title tags and internal page linking.

## **SEO Analyst July2013 – July2015**

### **Skydream Consulting Pvt Ltd, Bangalore**

- Evaluation of website.
- Keyword Analysis
- Website Optimization

### **EDUCATION**

- Master of Business Administration in Marketing from Alliance School of Business, Bangalore, 2017
- Bachelor of Engineering in Electronics and Communication from M.S Engineering College, Bangalore, 2013

### **SKILLS**

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|------------------------------|----------------------|
| • Search Engine Optimization | • E-mail Marketing   |
| • Search Engine Marketing    | • MS Office          |
| • Social Media Optimization  | • Google Analytics   |
| • Digital Marketing          | • Google Ad words    |
|                              | • Google Webmasters  |
|                              | • Facebook Marketing |
|                              | • LinkedIn Marketing |

### **CERTIFICATIONS**

- Digital Marketing
- Google

### **LANGUAGES**

- Hindi
- English

### **INTERESTS**

- Listening Music
- Playing Cricket

### **PERSONAL DETAILS**

Sector -4/D, QR No- 5039, Bokaro Steel City, Jharkhand, Pin-827004