

MAYANK KUMAR

Digital Marketing Executive

My Contact

- 🌐 www.mayank.sbs
- ✉ imayankmobile@gmail.com
- ☎ +91 89793 693
- 📍 Sangam Vihar Delhi 110062

Skill

- Website Design
- Search Engine Optimization
- Google Ads
- Social Media Optimization
- Facebook & Instagram Ads
- Graphic Design
- Lead Generation
- E-commerce Management

Education Background

- **Digiperform**
Digital Marketing Course
Completed in 2022
- **Chhatrapati Shahuji Maharaj University**
Bachelor of Science
Completed in 2022
- **NIELIT Computer Diploma**
Course on Computer Application (DCA)
Completed in 2021
Course on Computer Concepts (CCC)
Completed in 2020
- **UP Board**
12th
Completed in 2019
10th
Completed in 2017

Personal Websites

- www.digidelhi.com
- www.digitalmarketersdelhi.com
- www.mayank.sbs

About Me

I am a digital marketing professional with expertise in SEO, website design, and social media management. I have successfully managed multiple projects, helping businesses grow their online presence and achieve their goals. With 3 years of experience, I specialize in developing targeted strategies that drive traffic, improve search rankings, and generate leads, ultimately contributing to long-term business growth.

Professional Experience

DigiPerth

May 2023 - Present

Digital Marketing Executive

- Design and develop websites to ensure optimal user experience and responsiveness.
- Execute on-page SEO, including keyword optimization and meta tag improvements, to enhance search engine rankings.
- Implement off-page SEO strategies by creating backlinks to boost site authority.
- Manage social media accounts, create engaging content, and analyze performance to strengthen brand presence.
- Oversee inventory management and order processing for the jewelry business SEEBORA.

Ghar Renovation

Oct 2022 - May 2023

Digital Marketing Executive

- Perform both on-page and off-page SEO to improve website rankings and authority.
- Create and manage content for blogs and social media platforms.
- Oversee social media management across Facebook, Instagram, Twitter, LinkedIn, and Pinterest.
- Manage and optimize Google Ads, Facebook Ads, and YouTube Ads campaigns.
- Handle Google My Business management to enhance local search visibility and business listings.

Dharohar Aroma

May 2022 - Oct 2022

Digital Marketing Intern

- Execute SEO strategies to enhance website visibility and rankings.
- Manage product listings on e-commerce websites for optimal presentation and performance.
- Drive lead generation efforts to support business growth and customer acquisition.
- Develop and oversee content creation, including blog posts and social media updates.
- Handle social media management to engage audiences and strengthen brand presence.

Certificates

Digital Marketing

HubSpot Academy

Fundamentals of Digital Marketing

Google

SEO

HubSpot Academy

Social Media Marketing

HubSpot Academy

Digital Advertising

HubSpot Academy

Canva Essentials

Canva

Competitor Analysis

Semrush

Digital Advertising

Semrush

Google My Business

Google

Google Analytics Certification

Google

Google Ads Search Certification

Google

WordPress

Great Learning Academy

Competitor Analysis

Semrush

Lead Generation Accelerator

Semrush

Google Ads Display Certification

Google

On-Page and Technical SEO

Semrush

Tools

- WordPress
- Shopify
- Wix
- Semrush
- Canva
- Rankmath
- Google Analytics
- Google Search Console
- Google Tag Manager
- Content Studio
- ChatGPT

Freelancing Projects

Total Badkamers

www.totalbadkamers.nl

- Design and develop websites for Total Badkamers, including writing compelling content that highlights high-quality bathroom renovations and expert craftsmanship.

The Tone Door

www.thetonedoor.com

- Design and develop the e-commerce website for The Tone Door, focusing on a user-friendly interface and seamless functionality.
- Create and manage product listings to showcase a range of high-quality guitar products effectively.

The Urban Deck

www.theurbandeck.com

- Design and develop the restaurant's website to enhance user experience and showcase its offerings effectively.
- Manage social media accounts and create graphics to engage customers and promote the restaurant's brand.
- Oversee Google My Business (GMB) to optimize local search presence and update business information.

RK Sofa & Plumbing Solutions

www.rksofaplumbingsolutions.com

- Design and develop their website to ensure a user-friendly and visually appealing experience.
- Manage Google My Business (GMB) to enhance local search visibility and keep business information up to date.
- Run Google Ads campaigns to drive targeted traffic and increase online visibility.

Consumer Complaint Help Desk

www.complainhelpdesk.com

- Design and develop their website to provide a seamless and engaging user experience.
- Run Google Ads campaigns to drive targeted traffic and enhance online visibility.

Shree Narayani Construction

www.shreenarayaniconstruction.com

- Design and develop their website to enhance user experience and functionality.
- Manage social media accounts to engage audiences and promote the brand.
- Run Google and Facebook Ads campaigns to drive targeted traffic and increase online visibility.

DMPS

www.digitalmarketingppcseo.com

- Design their website to support digital marketing, PPC, and SEO services.

Hukum Yadav Portfolio

www.hukumyadav.com

- Design and develop their website to provide a seamless and engaging user experience.