

# Pawan Kumar - PPC EXECUTIVE (Digital Marketing)

+919801195310 – [pawankumarsingh9696@gmail.com](mailto:pawankumarsingh9696@gmail.com)

---

## OBJECTIVE

---

To achieve a challenging position in a result-oriented company, where acquired skills and education will be utilized towards continuous growth and advancement with challenging projects.

---

## SUMMARY

---

I have a total of 4.5 years of experience: approximately 1 year as a **PPC Executive** and about 3.6 years as an SEO Executive in interactive and social media. I possess comprehensive knowledge and hands-on experience in social networks, online communities, content writing, analytics, and email marketing.

My goal is to effectively bridge the divide between Search Engine Marketing and Online Businesses.

---

## EXPERIENCE

---

- PPC Executive for **Argasia Education Pvt Ltd**, Noida (Jan 2024 – Till Now).
- SEO Executive for **Country Holidays Inn & Suites(CHIS)**, Noida (Jun 2022 – Feb 2023).
- SEO Executive for **Grand Slam Fitness Pvt. Ltd.** Noida (Feb 2021 – May 2022).
- SEO Executive for **Country Holidays Inn & Suites(CHIS)**, Noida (Sep 2018 – June 2020).

---

## PROJECT

---

- <https://plutusias.com/>
- <https://thehinduzone.com/>
- <https://toppersacademy.app/>
- <https://www.ecordon.net/>
- <https://www.countryholidaysinnsuites.com/>
- <https://www.countryholidaysinnsuites.co.in/>
- <https://www.countryholidaystravel.com/>
- <https://www.grandslamfitness.co.in/>
- <https://www.gsfgyms.com/>
- <https://www.grandslamgyms.com/>

---

## EDUCATION

---

BCA from **Swami Vivekanand Subharti University**, in 2017 with 70%.

MCA from **Swami Vivekanand Subharti University**, in 2022 with 70%.

---

## SKILLS

---

- PPC Strategy Development
- Conversion Rate Optimization
- Cost Per Acquisition Reduction
- Ad Customization & Relevance
- Click-Through Rate Improvement
- Landing Page Optimization
- Budget Management & Allocation
- Lead Generation & Qualification
- Real-Time Campaign Adjustment
- Data Analytics & Trend Analysis
- Strategic Planning & Execution
- Provide strategic planning for all SEO initiatives.
- Develop monthly plans to promote existing sites and offerings, new product launches and key initiatives.
- Develop strategy and execute plan for growth of organic traffic following industry best practices and usability guidelines.
- Partner cross-functional groups and teams, such as Classifieds, Creative and Web Development, and provide support for proper implementation of SEO recommendations for business related sites.
- Keep up to date with latest search engine trends and technologies to ensure peak performance on all search initiatives.

---

## TECHNICAL SPECIALIZATION

---

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Pay Per Click (PPC)
- Search Engine Marketing(SEM)
- Social Media Marketing(SMM)
- Generating Leads, Sales and Relative Traffic through Online
- Google Analytics & Google Search Console
- Online Marketing & Branding

## **Keyword Research:**

- Researching the best keywords using tool as Google Ad words, with less competition and high search volume for high Ranking of website.

## **On-Page Optimization:**

Broken link check, Website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content optimization, alt tag on images, Google Search Console and Google Analytical Tool Code Installation.

## **Off Page Optimization:**

- Search Engines Submission (Google, Yahoo, Bing etc.)
- Local Search Engines Submission
- Article submission
- Blog Submission (blogger.com)
- Social Media Optimization
- Google Analytical Tool

---

### **PERSONAL PROFILE**

---

Name	:	Pawan Kumar
Date of Birth	:	20th Nov, 1996
Father's name	:	Santosh Pr. Singh
Sex	:	Male
Marital Status	:	Married
Languages Known	:	English and Hindi
Nationality	:	Indian

---

### **DECLARATION**

---

I hereby declare that the Information Furnished above is true to the best of my knowledge.

(PAWAN KUMAR)