**Suvam Patwari**

*(B.Tech, 78.05%, 2010 Pass out)*

*(Google Adwords, Google Analytics, Bing Certified)*

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| *Contact Address* | *Mail Id* | suvampatwari53@gmail.com |
| Mapsko Casabella  Gurugram  Haryana: 122004 | *Contact Phone* | (+91) 9711180683 |
|  | *Date of Birth* | 17-OCT-1987 |

***KEYSKILLS:*** *Ecommerce Websites, Search campaigns, Display campaigns, Video campaigns, INTERNET Marketing, Google Analytics, PPC, Facebook campaigns, Bing Ads, Adwords Scripting, Analytics API.*

* **14 Years** of experience in Digital Marketing, and PPC.
* Google Adwords, Google Analytics, Bing **CERTIFIED.**
* Experience in **Adobe media optimizer,** **Marketo**, **Sizmek, Patient Pursuit, SEMrush, Google Tag Manager, Google Optimise.**
* **Handled websites of monthly budget more than $35,000. Handling all Google products like Google Pay, Google Chrome etc.**
* Sound knowledge in business analysis, Lead Generation, website Analysis and design, Competitor Analysis, Keywords analysis, Web 2.0 Technology Analysis of web & ecommerce based enterprise applications in SEO industry.
* Gained extensive experience and understanding of Web Analytics (Google Analytics), and Google Ad Words for client accounts.
* Analyzing requirement and providing web promotions solutions to clients' which involves designing & implementing Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Marketing (SEM) Plan, Web Penalty Solutions, Web Marketing Strategies, etc
* Pre analyzing solutions for potential clients Content Management and optimization based on Latent Semantic Indexing (LSI) Supervising & monitoring the complete execution of the projects in terms of planning the objectives, operations, time frame, quality checks, etc.
* Good Listener and has good communication Skills.
* Best in CMS Creation and Optimization.

**SKILL SET**

**TECHNICAL**

Languages C, C++, Data Structure, C#

Data Base MS-Access, SQL Server 2005

Designing Tools HTML, Macromedia Dream weaver 8

Skills Automation testing, Manual testing, MS Office, Developed Software’s

**PROFESSIONAL EXPERIENCE**

1. **Since June 2019 to April 2024: Cyberactive INC**

Cyberactive Providing government agencies, school, districts, and private businesses with traffic safety and driver education courses and software solutions tailored to their requirements since 1999.

**2. Since November 2018 to May 2019: GroupM**

GroupM is the world’s largest advertising media company in terms of billings. It is headquartered in New York City with over 32,000 employees and 400 offices in over 100 countries.

**3. Since April 2018 to Nov 2018: Bruce Clay India Pvt Ltd**

Bruce Clay, Inc. (BCI) is an Internet marketing optimization company providing pay-per-click (PPC) advertising management, SEO-friendly ​web design and information architecture, and social media and conversion rate optimization services. BCI is also the creator of the award-winning SEOToolSetTM and its acclaimed SEO Training course.

**4. Since Dec 2016 to April 2018: ROI Mantra Pvt Ltd**

ROI Mantra, headquartered in Dallas, Texas, is a Google Partners performance-driven internet marketing company, with proven expertise in ROI growth.

**5. Since June 2015 to Dec 2016: ROI Mantra Pvt Ltd**

ROI Mantra, headquartered in Dallas, Texas, is a Google Partners performance-driven internet marketing company, with proven expertise in ROI growth.

**6. Since June 2013 to June 2015: Inform Digital Pvt Ltd**

Boutique Sydney based digital marketing company with a focus on SEM, SEO, Social and Email Marketing.

**7. Since Jan 2010 to June 2013: Iquantum Pvt Ltd**

Iquantum is an Online Marketing agency specializing in strategy for clients brave enough to journey across the digital frontier

**Accountabilities:**

* Lead Generation
* Brand name marketing
* **PPC(Search, Display & Video) campaign**
* **Insights Reporting**
* **Keyword Research**
* **Google Analytics Insights**
* **Direct reporting to company CEO**
* Research industry trends, marketing opportunities
* competitive analysis
* Optimize ,Analyze & conduct and various web site components

**Achievements**

* Have won 2nd prize in talent search contest.
* Participated in Debate competitions.
* **Developed software** which can increase the visits for your website to a great extent.
* Had **visited Australia** recently forcore team interaction**.**
* Have listed my job profile on my **company website.**

**SCHOLASTICS**

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| **Degree** | **College** | **University** | **Year of pass out** | **Percentage** |
| B.tech | S.P.C.E.T | P.T.U | 2010 | 78.05% |
| 12th | D.M.P.S | C.B.S.E | 2005 | 66.68% |
| 10th | D.M.P.S | C.B.S.E | 2003 | 80.00% |

**PERSONAL DOSSIER**

Date of Birth : 17th Oct, 1987

Sex : Male

Passport : J1541997

Nationality : Indian

Language Known : English, Hindi