

DHEERAJ SINGH

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Career objective

To Achieve excellence in Digital Marketing Through Continuous Learning And Innovative Work. To Be In a Healthy And Futuristic Working Environment. Where I have Opportunities To Learn And Enhance Myself.

EDUCATION

B.COM - Marketing, Accounts

University of RAJASTHAN

Jaipur, IN | Jul '16 - May '19

KEY SKILLS

Digital Marketing Strategy • Search Engine Optimization • Search Engine Marketing • Facebook Marketing • Email Marketing • Team Leadership • Email Automation • Social Media Marketing • Keyword Research

MARKETING TOOLS

- Keyword Planner, Search Console, Google Analytics, SEMrush, Ahrefs, Broken link checker, Canva, Moz

CERTIFICATIONS

- Certified Digital Marketing Master (CDMM)** Course | Digital Vidya | Pursing
 - social Media Marketing: optimization | LinkedIn |
 - Seo Foundations | LinkedIn |

KEY DIGITAL MARKETING PROJECTS (ASSIGNMENTS & CASE STUDIES)

Search Engine Optimization

Tools: Google Keyword Planner, Broken Link Checker, Google Analytics, Google Search Console

- Conducted research on keywords to **boost website ranking** & analyzed competitor's strategies to direct **on-page SEO**
- Identified pages needing improvement while researching & shortlisting keywords to make **content searchable & accessible**

Search Engine Marketing

Tools: Google AdWords, Google Keyword Planner

- Set up **Google AdWords Account** to create ads on Google/related properties and responsive ads on Google Display Network
- Created ad-groups & identified keywords to optimize campaign & **targeted** audience based on **demographics & interest**

Search Media Marketing

Tools: Canva, HootSuite

- Gained insights around a **profitable Facebook page** for converting **viewers into customers**
- Identified the best ways to get user-generated content & selected relevant social media channels to **maximize results**

Email Marketing

Tools: MailChimp, Google Advanced Search

- Gained insights on **legal aspects** involved in sending emails across various countries
- Initiated steps to avoid emails landing in spam & segmented users based on demographics and interests

Facebook Advertising

Tools: Google Analytics, Google Merchandise Store

- Strategized and launched **Facebook Page** and **Ad Campaign** while designing impactful creatives to optimize campaigns
- Created brand awareness and used **Facebook Messenger** and to **increase conversions** online