



Tanjeet Singh

Digital Marketing Executive



Contact Information



90, Engineers Enclave,
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Technical Skills

- Search Engine Optimization(SEO) - Excellent
- Search Engine Marketing (SEM) - Competent
- Keyword Analysis and Optimization - Excellent
- Social Media Management
- Wordpress & Updating Content - Professional
- Strategic Planning
- Content Marketing Management
- Competitor Analysis



Career Objective

Seeking a job in SEARCH ENGINE OPTIMIZATION, where I can contribute my knowledge creativity and professional skills and to effective solution that will help the organization to achieve the best solution in business and ultimately increase its productivity in market.



Work Summary

Team Manegement and Work on Digital Media platforms that involved all SEO related activities, plnning for new SEO strategy to increase trafficin different phases like Organic, Social Media, Paid and direct to increase visibility of web in google search engine.

- Good skill of Search Engine Optimization(SEO), On-Page and Off-Page SEO work, blogging, article submission, pdf posting, classified ads, link building, social bookmarking, guest posting, etc.
- Competitor analysis, site analysis, strategy planning.
- Analyse website issue wiith Google Webmaster, solved the technical issue of site through webmaster..
- Good understanding of Social Media Optimization(SMO), Facebook, Pinterest, Youtube, Instagram.
- Improve organic performance through keyword research, multi-linked keyword, and landing page performance.



Work Experience

2+ Years of core experience in Digital Marketing and Media(SEO, SMO, SEM, Adwords)

> SIGNATURE VISAS

Digital Marketing Executive | November 2018 - present

Key Responsibilities:

- On-page and Off-page SEO activities for website
- Keyword Research and Analysis based on services provided
- Regular track of keyword ranking
- Social Media, Youtube, Website Branding

Duties and Responsibilities:

- **On-Page Optimization:** Website Analysis, Make Website Audit Report, Keyword Research and Analysis, Meta Tags Optimization, Header Tags, Image Optimization, Page Content Optimization, XML Sitemap Creation, Robot File Creation, Site Navigation and User Interface, Webmaster, Google Analytics, Google Adword, Site Audit, Performance Report
- **Off-Page Optimization:** Content Posting, Blog Commenting, Article Submission, Guest Posting, Classifieds Submission, Business Listing, Blog Posting and Submission, Social Bookmarking, Directory Submission, PDF Posting, PPT Posting, Video Submission.
- **Search Engine Marketing:** Knowledge of Google Adwords, Paid Marketing on Google Adwords, Create Search and display ad campaign, Monitor ads campaign.
- **Social Media Marketing:** Manage profiles on all Social Media sites like Facebook, Twitter, Pinterest, LinkedIn, Youtube, etc and ensure end-to-end Online Branding and Reputation Management.



Academic Background

Course	Institution	Year of Passing	%
B. Tech (EEE)	Guru Tegh Bahadur Institute of Technology	2016	76.54
HSC	Kendriya Vidhalaya	2012	61.8
SSC	Akal Academy Baru Sahib, H.P.	2010	89.3



Technical Software Skills

- Semrush
- Sendinblue
- Excel



Other Skills

- Zoom, Google Meet, Microsoft Team



Personal Details

- Date of Birth : 28 January, 1994
- Language : English, Hindi, Punjabi
- Interest & Activities : Music, Sports, Travelling