

CURRICULUM VITAE

VIJAY KUMAR

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DOB : April 10, 1987



OBJECTIVE:

To be associated with a progressive organization that provides an opportunity to apply my knowledge and skills in order to keep abreast with latest marketing trends and technologies.

Educational Overview:

- I've done My UG(BCA) from MCRP University Bhopal(Batch 2004-2007)
- I've done my PG(MCA) from Uttarakhand Technical University(Batch 2007-10)

Work Experience:

- **9 Years** Worked as Google Ads/PPC Manager over Upwork, Hubstaff & with Direct Clients for (2012-to date) with Vivacious InfoTech & The VGC Group (USA Company) in Dehradun.
<https://www.upwork.com/freelancers/~018e49452d8cbc4013>
- **1.4 years Experience (Jan 2011- April 2012)** in Connoisseur InfoTech. Ltd, Mohali as Sr. SEO/SEM Analyst.

SKILL SET:

Google Ads, Bing Ads, Google Merchant Center, Amazon Ads, Facebook Ads, Twitter Ads, SEO, Instagram Ads, LinkedIn Advertising, Google Analytic, Google Tag Manager (GTM), , Wordpress, Shopify, Helium 10 , Spyfu, Thehoth

Paid Channels Highlights

- Campaigns & Ad Groups Creation (Search, Display, Shopping & Remarketing)
- Sponsored Products, Sponsored Brands, Sponsored Display and Amazon Video Ads (Amazon Ads Campaign).

- Set Campaigns Strategy to get best ROI, ACOS (Optimization of keywords, ads, bids and other settings)
- Conversion (Sales), Tracking Setup & Google Analytics Setup.
- Regular Monitoring, Tracking & Optimization.
- Competitor Analysis, Sales / Leads Tracking & Improvements.
- Perform Advanced Keyword Research (with their match type & Negatives) & Ranking Analysis
- Selection of Rights ASINS to Target
- Daily Check & Optimal Performance
- Targeting Manual/Auto Campaigns:
- Systematic Weekly/Monthly Reports (Sales TACOS Growth and Product Sales Growth Tracker Weekly)

SEO/SEM CREATIVITY SET:

I'm a Google Ads Partner, Bing Ads & Google Analytics Certified (Advance Level).

<https://skillshop.exceedlms.com/profiles/b9a99666249a4dd48db2522b94b0574c>

<https://skillshop.exceedlms.com/student/award/v1eCJV6rkAwhSModa2BWfEiX>

I have over 11 years of experience setting up large Amazon Ads/Google Ads/Bing Ads campaigns for various organizations & products including B2B websites, Medical, SaaS, E-Commerce.

Ezine expert

http://ezinearticles.com/?expert=Vijay_Tomar

PERSONAL PROFILE:

Father's Name	: Ratan Singh
Marital Status	: Married
Permanent Address	: VPO- Khushalipur Kalan Dist-Saharanpur (U.P.)

Declaration:

I consider myself familiar with Computer Science and Marketing Aspects. I am also confident of my ability to work with a team. I hereby declare that the information furnished above is true to the best of my knowledge.

Palace- Dehradun

Date: **January 31, 2022**

(Vijay Kumar)