

Dheeraj Kumar

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Summary

Dedicated Digital Marketing professional with a history of meeting company goals utilizing consistent and organized practices. Skilled in working under Pressure and adapting to new situations and challenges to best enhance the organizational brand. Detail oriented Digital Marketing Manager Experienced in leading product strategy and business development using in-depth knowledge of market trends.

Experience

DIGITAL MARKETING MANAGER

Hummingbird Web Solutions Limited • Pune, Maharashtra

09/2022

- Led and Managed talented teams to plan and implement project tasks meeting timelines and exceeding expectations.
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.
- Improved page content , keyword relevancy, and branding to achieve search engine optimization goals.
- Managed team engagement in ongoing product optimization, account management and ad placement.

DIGITAL MARKETING EXECUTIVE

Hummingbird Web Solutions Limited • Pune, Maharashtra

10/2021 - 09/2022

- Dedicated traffic growth strategies. SEO, content distribution, email Marketing and track backs.
- Created and distributed monthly SEO reports to notify clients of site traffic, goals, and KPIs.
- Increased brand awareness through creation and management of social media channels, boosting social media engagement by number.
- Planned and executed web, SEO and social media advertising campaigns.

Skills

- Email Marketing (Tools include Mailchimp and Moosend)
- SEO (Search Engine Optimization)

- Microsoft excel
 - CRO (Conversion Rate Optimization)
 - Wordpress CMS
 - Google Analytics
 - SMO
 - SMM
 - HTML
 - CSS
 - Content Development
 - Project Management
 - Strategic Planning
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Education

INFORMATION TECHNOLOGY

Trident Academy of Technology • Bhubaneswar, Orissa

06/2021

HSC

St Nandlal Smriti vidya mandir • Ghastila, Jharkhand

05/2017

SSC

St. Joseph's Convent High School • Mosabani, Jharkhand

05/2015

