









Curriculum Vitae

Name	Bikram Kumar Bhakat	
Email	bikrambhakat@gmail.com	
Phone	(+91) 9007692229	
Educational Qualification	1) Graduation (Commerce), Calcutta University (1996) 2) 1 Year Diploma in Computers in Office Mgmt, IGNOU (1999) 3) 3 Year GNIIT in Systems Management, NIIT (2001) 4) CEFR C1 Advanced Level in British Council EnglishScore Core Skills Test (2024)	
Professional Qualification	Google Ads / GA4 Certification       	Meta Certification 

Total Experience (Writing / SEM / SMO / ORM / SEO / ASO) – 14 Years

SEO/SMO/ORM/ASO (14 Years) | Paid Campaign Management (8 Years) | B2C - 13 Yrs | B2B - 8 Yrs

Sl	Organization	Experience	Designation
1	Bag2Bag Travels and Hospitality Services India Pvt. Ltd., Kanakapura Road, Bengaluru (In-house - B2C)	2 Years (8/8/2022 - 9/8/2024)	Digital Marketing Manager
2	LearNow-IDTCS Private Limited, Indiranagar, Bengaluru (In-house - B2B)	1 Year (5/7/2021 – 1/8/2022)	Digital Marketing Manager
3	eAnswers Network (I) Pvt. Ltd., Richmond Town, Bengaluru (Agency – B2C / B2B)	5 Months (27/2/2020–17/7/2020)	Digital Marketing Manager
4	IM Solutions, HSR Layout, Bengaluru (Agency – B2C / B2B)	1 Year, 6 Months (12/7/2018–27/12/2019)	Content Writer/Campaign Manager/SEO/SMO/ORM Team Lead
5	Core2Digital Internet Solutions Pvt. Ltd., HSR Layout, Bengaluru (In-house - B2C)	6 Months (11/9/2017–31/3/2018)	Content Development Manager/SEO Manager
6	Freelance Content Writer	3 Years(7/2014-7/2017)	Content Writer
7	Quantum Technology, Goregaon, Mumbai (Agency – B2C / B2B)	2 Years (19/7/2012 - 30/7/2014)	SEO Project Manager/ Content Writer
8	Evia Information Systems Pvt. Ltd., Goregaon, Mumbai (Agency – B2C / B2B)	3 Years (13/7/2009 - 13/7/2012)	SEO /Campaign Manager
9	Growth Solutions, Andheri, Mumbai (In-house - B2C)	6 Months (6/8/2008-6/2/2008)	SEO Team Leader
10	Great Media Technologies Pvt. Ltd., Salt Lake, Kolkata (In-house - B2C)	3 Years, 4 Months (7/3/2005-11/7/2008)	SEO Executive



Job Role at Bag2Bag Travels and Hospitality Services India Pvt. Ltd.

Sl	Job Role
1	Perform keyword research using Google Keyword Planner to find right keywords for campaigns.
2	Set up campaigns on platforms like Google Ads, Facebook Ads, LinkedIn Ads.
3	Optimize & monitor paid and organic campaign performance.
4	Devise new strategies and utilize automation for improving performance of digital marketing campaigns.
5	Guide team members for proper campaign setup and management.
6	Work on SEO, SMO, ORM, GMB Updates and utilize automation for completion of routine tasks.
7	Take Interviews, Appoint, and Train SEO Interns.
8	Co-ordinate with graphic designing and content team for Social Media posts/paid creative designs.
9	Evaluate budget for paid campaigns.
10	Monitor performance of team members. Guide content writers for developing seo-friendly content.
11	Monitor keywords, leads/bookings, and traffic performance.
12	Create strategies for implementing proper influencer marketing and guest blogging campaigns.
13	Perform competitor analysis and work on competitor backlink analysis.
14	Develop and implement strategies for backlinks from highly authoritative sites like Wikipedia.
15	Find and resolve on-page, page load time, redirection, and canonical issues.
16	Optimize company social media and personal profiles for enhancing social media presence.
17	Guide team members in proper implementation of email and WhatsApp marketing campaigns.
18	Work on ASO to optimize play store listing, reviews, and app ranking.

Job Role at LearNow-IDTCS Private Limited

Sl	Job Role
1	Perform keyword research using Google Keyword Planner to find right keywords for campaigns.
2	Set up campaigns on platforms like Google Ads, Facebook Ads, LinkedIn Ads,
3	Optimize & monitor campaign performance.
4	Devise new strategies for improving performance of digital campaigns.
5	Guide team members related to proper campaign setup and management.
6	Work on SEO, ORM, GMB Updates.
7	Appoint and Train SEO Interns.
8	Co-ordinate with graphic designing and content team for Social Media posts/paid creative designs.
9	Evaluate budget for paid campaigns.
10	Manage team and monitor performance of team members.



Job Role at eAnswers Network (I) Pvt. Ltd.

SI	Job Role
1	Perform keyword research using Google Keyword Planner to find right keywords for campaigns.
2	Set up campaigns in diverse industry segments on platforms like Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads.
3	Optimize & monitor campaign performance.
4	Devise new strategies for improving performance of digital campaigns.
5	Guide team members related to proper campaign setup and management.

Job Role at IM Solutions

SI	Job Role
1	Develop content on different topics in the realm of web technology, real estate, and other industries.
2	Do research on interesting topics to make articles.
3	Perform keyword research using Google Keyword Planner to find right keywords related to the topic.
4	Check for duplicate content using online tools.
5	Respond to comments on posts as well as reply to comments received on social channels like Facebook and Twitter. Develop SMO calendar for posting creatives.
6	Carry out client interaction (Provide - Reports, Progress Updates and Do Requirement Analysis).
7	Develop strategies to make content more interesting through use of images, graphs, charts, infographics, statistics and videos.
8	Post content on the website with proper use of H1, H2 & H3 tags and interlinking with other pages.
9	Check for duplicate content already present on a website and rewrite it so that it is no longer duplicate.
10	Run paid campaigns on Facebook, LinkedIn, Columbia Ads, and Google Ads.
11	Work on SEO, SMO, and Online Reputation Management (ORM) for client projects.
12	Check and monitor seo work performed by seo team members.



Job Role at Core2Digital

SI	Job Role
1	Develop content on different topics in the realm of technology and health.
2	Do research on interesting topics to make articles on.
3	Perform keyword research using Google Keyword Planner to find right keywords related to the topic.
4	Check for duplicate content using online tools.
5	Respond to comments on posts as well as reply to comments received on social channels like Facebook and Twitter.
6	Carry out client interaction (Provide - Reports, Progress Updates and Do Requirement Analysis).
7	Develop strategies to make content more interesting through use of images, graphs, charts, infographics, statistics and videos.
8	Post content on the website with proper use of H1, H2 & H3 tags and interlinking with other pages.
9	Check for duplicate content already present on a website and rewrite it so that it is no longer duplicate.

Job Role at Quantum Technology

SI	Job Role
1	Manage SEO tasks (on & off page), SMO activities, Adwords/Bing Ad Center account for clients, Content Development/Management for Projects, Google Penalty Removal, Backlink Removal.
2	Assign tasks to team members (5 team members) and monitor completion of the tasks.
3	Manage/Supervise content development by junior content writer.
4	Check for duplicate content & proper keyword density in the content.
5	Write content for posting on website and blogs.
6	Client interaction (Reports, Progress Updates, Requirement Analysis).
7	Stay updated about recent changes/updates in Google algorithm & change strategies accordingly.



Other Experience (2 Years 6 Months)

Sl	Organization	Experience	Designation
1	St. Xavier's High School, U.P., India	2 Years and 6 Months	Computer Teacher

Expertise

Search Engine Optimization Expertise (SEO)

a) ON PAGE / TECHNICAL OPTIMIZATION

1	Page Title, Meta Keywords, Meta Description Creation/Improvement.
2	Keyword density analysis for all pages.
3	ALT tag, TITLE tag addition for images.
4	Adding H1, H2, H3, Bold tags.
5	Creating internal links between pages.
6	404 Page Not Found error correction.
7	Implementation of 301 Redirection from dynamic to static URLs. Guide developers on server side compression.
8	Checking Business Inquiry form working or not.
9	Adding Google Analytics and Microsoft Clarity tracking code on all pages or through Google Tag Manager.
10	Defining Canonical URLs for duplicate pages.
11	Duplicate content analysis for all pages.
12	Create XML sitemap for the website.
13	Create RSS Feed for the website.
14	Creating robots.txt file for the website.
15	Manage content writing based on important keywords to post on website.
16	Page load time optimization.

b) OFF PAGE OPTIMIZATION

1	Google, Yahoo, Bing Local Listing Creation.
2	Google Merchant account creation & Product Feed Addition.
3	Google Webmaster Tools account creation.
4	Article, Press Release, Directory, Social Bookmark, Infographic, RSS Feed, Image, Profile Creation, PowerPoint Slide, PDF submission.
5	Video creation and submission.
6	Broken links checking and correction.



7	Creating blogs, making blog posts and forum posting.
8	Answer posting on sites like Yahoo Answers/Quora.
9	Link exchange – Reciprocal & 3 way.
10	Classified ad posting.
11	Competitor backlink analysis.

SEO Strategy Planning Responsibilities

1	Set up Goal Conversion in Google Analytics
2	Keyword analysis and selecting best keywords for SEO/ASO
3	Set up event tracking for email and submit button links
4	Competitor keywords & backlinks analysis
5	Backlink generation from .edu & .gov sites
6	Set up website with www as preferred domain in Google Webmaster Tools account (Search Console)
7	Regular updation of XML sitemap & submission in Google Webmaster Tools account (Search Console)
8	Creating list of “follow” link directory, social bookmarking, PR, and article sites
9	Regular updation of content of important pages on the website
10	Suggest to client new page creation on website for new popular topics based on site’s theme
11	Reduce the number of outgoing links from website
12	Make sure Business Inquiry forms work properly and emails go to client
13	Search for new softwares for automation of various SEO tasks
14	Stay updated on recent changes in search engine algorithms and modify SEO tasks accordingly
15	Assign tasks to team members and monitoring quality of work done by team members
16	Check poor backlinks, guide team members on backlink removal, submit reconsideration request in SE
17	Work on ORM, write positive reviews, push down negative reviews from Google SERP, Play Store, and Google My Business Listing.



Social Media Optimization Expertise (SMO)

1	Custom Facebook Profile Page creation, examples: a) http://www.facebook.com/pages/MrTShirt/205875836095014 b) http://www.facebook.com/pages/Custom-Drinkware/103336613062570 c) http://www.facebook.com/pages/Orlem-Inc/179183972097271 d) http://www.facebook.com/pages/Words-Infocom-Pvt-Ltd/189232771122580 e) http://www.facebook.com/pages/Noslar-International-Pvt-Ltd/161406710585941 f) http://www.facebook.com/pages/Neelikon-Food-Dyes-And-Chemicals-Limited/206680256019404 g) http://www.facebook.com/pages/rajasthantourismbureau/118419298169022 h) http://www.facebook.com/pages/Netlabindia/162343820484099 i) http://www.facebook.com/pages/HLI/198311153525947 j) http://www.facebook.com/cmitechnologies k) http://www.facebook.com/advancedmedicalsystems l) http://www.facebook.com/pages/Web-Development-Company/209287885771150
2	Create Twitter, LinkedIn, Facebook accounts.
3	Develop friends list on Facebook, Twitter, Google+ and other social media sites (like Medium and Reddit).
4	Create discussion boards on Facebook and other social media sites.
5	Add comments on related posts in Facebook & similar other sites.
6	Join groups in Facebook and LinkedIn and Participate in the same.
7	Optimize social media profiles and increase followers (Medium) and karma (Reddit) for the profiles.
8	Work with designers to design creatives (single image and carousels).

Paid Campaign Management Expertise

Google Ads (Adwords)

1	Create Google Adwords Campaign.
2	Create AD groups and different Ads.
3	Select proper keywords/negative keywords for the campaign.
4	Improve Quality Score for keywords.
5	Improve Click Through Rate for keywords.
6	Set up proper landing page for keywords.
7	Set up daily budget for the campaign.
8	Set up Cost Per Click value for keywords.
9	Set up Negative Keywords on Campaign & Ad Group Level.
10	Schedule ADs to run at different time periods.
11	Schedule ADs to run in different geographical regions.
12	Merge Google Analytics & Google Adwords account for tracking clicks.
13	Analyze performance of keywords such as Bounce Rate, Quality Score, Clicks and Business Inquiries generated.
14	Analyze from which geographical regions the Bounce Rate is high and take steps accordingly.
15	Send detailed report to client about clicks, cost, cpc, quality score, leads on a daily basis.
16	Set up remarketing campaigns in Google Adwords.
17	Set up different extensions such as callout, snippet, call, etc.



Paid Campaign Management Expertise

Facebook Ads

1	Create Facebook Ads Campaign.
2	Define geographic location to target.
3	Set up demographics/gender/age group to target.
4	Work with designers to design creatives (single image and carousels).
5	Create remarketing/lookalike campaigns.
6	Create lead forms to be used for paid campaigns.
7	Set up daily budget for the campaign.
8	Schedule ADs to run at different time periods.
9	Create audience groups to be used for remarketing campaigns.
10	Create Facebook page, to be used for paid campaigns.
11	Send detailed report to client about cost and leads on a daily basis.

Content Writing/Management Responsibilities

1	Write content for different projects and for blog posting.
2	Make guidelines for development of content by content team.
3	Check whether content developed by content team is duplicate or not.
4	Check if proper keyword density is maintained in the developed content.
5	Post content on the website with proper use of H1, H2 & H3 tags and interlinking with other pages.
6	Check for duplicate content already present on a website and rewrite it so that it is no longer duplicate.
7	Check content readability using tools like Hemingway and get improvements implemented by writers.

Sample Reference Articles:

At IM Solutions –

Site: imsolutions.co/blog
Website content for various projects

At Core2Digital -

Site: <http://www.nextindigital.com/>
Site: <http://www.valuehealthfirst.com/>

At Quantum Technology –

Site: <http://www.advancemedicalsystems.com/articles/>
 1. <http://www.advancemedicalsystems.com/usefulness-of-led-light-therapy-for-skin-rejuvenation.html>
 2. <http://www.advancemedicalsystems.com/laser-skin-resurfacing-as-solution-for-wrinkles-and-acne.html>
 3. <http://www.advancemedicalsystems.com/chemical-peels-and-the-5-things-that-everyone-should-know.html>
 4. <http://www.advancemedicalsystems.com/celebrities-their-botox-confessions.html>

At Evia Information Systems Pvt. Ltd. –

Site: <http://www.customdrinkware.ca/articles>
 1. <http://www.customdrinkware.ca/Usefulness-of-Travel-Mugs-and-Its-Qualities>
 2. <http://www.customdrinkware.ca/different-types-of-glasses-for-different-wines>



3. <http://www.customdrinkware.ca/Can-Pour-Shot-Glasses>
4. <http://www.customdrinkware.ca/Various-Types-of-Glassware>
5. <http://www.customdrinkware.ca/Personalized-Wedding-Gifts-And-Wedding-Tote-Bags>
6. <http://www.customdrinkware.ca/Tote-Bags-as-Personalized-Wedding-Gifts>
7. <http://www.customdrinkware.ca/decorate-wedding-table-with-dinnerware-and-drinkware>

Site: http://ifindable.com/seo_articles.htm

1. http://www.ifindable.com/seo_website_design_effective_way_of_building_online_presence.htm
2. http://www.ifindable.com/finding_affordable_seo_company.htm
3. http://www.ifindable.com/seo_strategies_and_common_seo_questions.htm
4. http://www.ifindable.com/seo_checklist_for_web_developers_and_designers.htm
5. http://www.ifindable.com/seo_techniques_for_online_web_success.htm

Site: <http://www.mrtshirt.ca/articles>

1. <http://www.mrtshirt.ca/A-bit-about-T-Shirts>
2. <http://www.mrtshirt.ca/different-t-shirts-for-different-people>
3. <http://www.mrtshirt.ca/tshirtsforschools>
4. <http://www.mrtshirt.ca/Everything-About-Polo-Shirts>
5. <http://www.mrtshirt.ca/Know-More-About-Dress-Shirts>
6. <http://www.mrtshirt.ca/the-different-ways-to-wearing-a-shirt>
7. <http://www.mrtshirt.ca/Why-You-Need-Sportswear>
8. <http://www.mrtshirt.ca/know-more-about-your-favorite-hoodies>

As Freelance Content Writer –

- a) Client – Barry Rice (U.K.), Company – Click Web Development (O- 01794330431, Mb – 07752994277)
 - (1) <http://www.ps-buildingservices.com/central-heating/>
 - (2) <http://www.carbodyrepairsromsey.com/car-body-repair-services/paintless-dent-removal/>
- b) Client - John Fordyce (U.S.) (724-463-7233, 724-422-2046)
 - (1) <http://www.liftmoreweight.com/tips-to-help-lift-more-weight-and-build-muscles/>
 - (2) <http://construction-photography.net/top-benefits-of-construction-photography>
- c) Client - Haarty Hanks (U.K.)
 - (1) <http://www.misschiclondon.com/designer-necklaces-for-women.aspx> (all pages)
 - (2) <http://mcstone.co.uk/> (all pages)
- d) Client - Violet Hughes (AUS), Company - CorpMentis Production (O- 1300 65 777 2)
 - (1) <http://www.mentisgrannyflats.com.au/> (all pages)



	<p>e) Client - Luke Beeton (AUS), Company - Sailor Studio (O - 0421 664 432)</p> <p>(1) http://www.precisionmetalgroupp.com/ (Blog articles)</p>
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Project List

1	Bag2Bag Travels and Hospitality Services India Pvt. Ltd. - B2C - Bag2Bag.in
2	LearNow-IDTCS Private Limited – B2B - Learnnow.live
3	<p>eAnswers Network (I) Pvt. Ltd. -</p> <p>B2C - Adarsh Stratuss, Sure Smile, Ecolife, Jeevanadi Sampoorana, Rajapushpa, Aashraya Gold, Candeur Landmark, Jyothi Woods, Shri Adithya Homes, Cauvery Serenity, Ramky One Karnival, Sai Baba Astro, Radio Mirchi</p> <p>B2B - Reicuri</p>
4	<p>IM Solutions -</p> <p>B2C - SRK The Estates, RBIA, Spa Eco City, Legend Sujay, GRC Subhiksha, SAS iTower, The Green Terraces (TGT), Shriram Land, Legend Magnate, Prakruthi, Sai Reniit, Maangalya Signature, Sipani Royal Heritage, Subha 9 Sky Vue, Vidya Mandir, Durga Petals, Global Admission Planet, Godrej 24, SJR Primecorp, Sobha Dream Acres, Subha Essence, Vaishnavi Oasis, Brigade Parkside, Celebrity Prime, CoEvolvegroup, Pionier Developers, DTDS</p> <p>B2B - SLRT, Indian Money</p>
5	Core2Digital Internet Solutions Pvt. Ltd. - B2C – Nextindigital.com
6	<p>Quantum Technology –</p> <p>B2C – advancemedicalsystems-com, easterndrugs.net, findmeanadvisor.com, iwantmed.com, lapeches.com, ravinecollege.com, Dabangg2</p> <p>B2B - belcopipe.com</p>
7	<p>Evia Information Systems Pvt. Ltd. -</p> <p>B2C - rajasthantourismbureau.com, customdrinkware.ca, threptin.com, hotellinksindia.com, mrtshirt.ca, flowersinmumbai.com, wordsindia.com, timepassmedia.com, orlem.com, websitedesigningindia.in, webdevelopmentservices.ca, webdevelopmentcompany.in</p> <p>B2B - industrial-inspection.in, noslar.co.in, neelikon.com, ipcorporation.in</p>
8	Growth Solutions – B2C - B2CJewels
9	Great Media Technologies Pvt. Ltd. - B2C – MortgageFit, DebtConsolidationCare



Keyword Rankings

For Bag2Bag Travels and Hospitality Services India Pvt Ltd- 1,309 Keywords in Top 10 Position in Google SERP
View All 1,309 Keywords -
<https://docs.google.com/spreadsheets/d/1mgvYUZUVNGoptYcysoleMQq2mRQC4ctD/edit?usp=drivesdk&ouid=105632812357165868492&rtpof=true&sd=true>

Sl	Keywords	Rank	Search Volume
1	couple friendly hotels near airport in kolkata	6	22200
2	hotel for couple hours near me	2	4400
3	couple friendly 5 star hotels in navi mumbai	4	4400
4	couple friendly hotels in malad mumbai	4	4400
5	couple friendly hotels in jp nagar	8	3600
6	couple hotel booking in kolkata	9	3600
7	couple friendly hotel booking in noida	10	3600
8	hotels for day use only in bangalore	1	2900
9	hotel room for daytime stay in delhi	2	2900
10	unmarried couple allowed hotels in mumbai	4	2900
11	couple friendly rooms in ghaziabad	8	2900
12	couple friendly hotels agra	9	2900
13	hourly hotel rooms in kolkata	4	2400
14	24 hours checkin hotels in chennai	6	2400
15	couple friendly hotels ghaziabad	8	2400
16	couple friendly 5 star hotels in noida	9	2400
17	hourly room hotel	2	1900
18	hourly room rentals near me	2	1900
19	rent by the hour rooms	2	1900
20	hotels for few hours in navi mumbai	3	1900



Automation Tools Used

1	SEMRush, SimilarWeb, and Xenu for SEO Analysis
2	SalesBlink/Prospecting Toolkit for email marketing and BeeFree for email marketing template creation
3	AiSensy and SMS24x7 for WhatsApp marketing
4	Quetext for Plagiarism checking, Quillbot for AI content detection, and Stealthwriter.ai to humanise AI content
5	ZohoSocial for social media post scheduling
6	Make.com for Twitter post automation and IFTTT for Facebook page post automation
7	Microsoft Clarity for user behavior analysis, click tracking and heatmap analysis
8	SpySERP for keyword rank checking
9	Monday.com for task scheduling, assignment, and for tracking completion of tasks.
10	Google Apps Scripts for creation, scheduling, and sending daily report for team members.

Personal Details

Address	Flat No. CG43, Block C, Ground Floor, Ittina Neela Apartments, Near Gold Coin Club, Electronic City Phase 2, Bengaluru, Pin – 560100.
Date of Birth	12th April, 1977
Language Proficiency	English, Hindi, Bengali
Marital Status	Married
Skype	live:.cid.a7ee146053cd9b9e

Achievements

1	Significant improvement in keyword rankings and organic traffic
2	Reduction in cost per conversion in paid campaigns
3	Improvement in social media presence, resulting in greater interactions and engagement



Professional Qualification Certificates

Google Ads Video Certification	https://skillshop.credential.net/214c1306-e59d-4123-8415-a2cc4ef923a2
Google Ads Search Certification	https://skillshop.credential.net/8ea22b83-8cbe-4959-ab7b-458a32c3215e
AI-Powered Shopping ads Certification	https://skillshop.credential.net/5c7662c3-3d64-42a7-b4c6-37d07a5b26b7
Google Ads Apps Certification	https://skillshop.credential.net/81836566-2beb-49b0-9479-0e03d5295893
Google Ads Display Certification	https://skillshop.credential.net/3f280f4d-daa9-487e-82a0-aec8051b79ea
Google Analytics Certification	https://skillshop.credential.net/1bd58c19-7c7f-4452-a29f-4dc5887b2d8f
AI-Powered Performance Ads Certification	https://skillshop.credential.net/a939e019-1fea-4e8c-b148-b1f1fe3e0217
Facebook Meta Certified Digital Marketing Associate	https://www.credly.com/badges/29baee9b-3c81-4c81-ae3d-7ff8d4d96962/public_url
CEFR C1 Advanced Level in British Council EnglishScore Core Skills Test	https://drive.google.com/file/d/1qAjpAip9xK2v-K3c--BCdT5DXMciOT8K/view?usp=drivesdk

I hereby acknowledge that all the details provided above are true to the best of my knowledge and belief. If any of the details are found to be incorrect then my employment will be liable to cancellation.

Date: 28/07/2024

Place: Bengaluru



Bikram kumar Bhakat

BIKRAM KUMAR BHAKAT

