



Sandip Kumar Jha

DIGITAL MARKETING SPECIALIST

Seeking To work with an organization offering a responsible, challenging, and creative work profile. A conducive work culture and continues learning environment where my professional and technical experience and academic credentials can be

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SPECIALIZE IN

Digital Marketing

Web:

HTML5, CSS3, PHP, Wordpress

Graphics:

Corel Draw, Photoshop

MORE SKILLS

Database:

SQL, MySQL

SEO:

On Page SEO, Off Page SEO, Link Building, Search Engine Friendly Website Design, Meta Tags & more...

Office:

Excel, PPT

EDUCATION

BCA from LNMU in 2013 - 81.50%

WORK EXPERIENCE - 2015 to 2022

SEO, Web and Graphic work at '**Nexgen Exhibition Pvt Ltd**' from 2015 - 2022

Graphic Work

Logo, Magazines, Directory, Brochure Design, Pamphlet Design, Mailer, Social Post Design, Catalogs & more...

Web Work

Static and Dynamic Website Designing (Responsive and None Responsive) using Wordpress or HTML, CSS, Javascript and Hosting, Single page Design, E-mailer Create & more...

SEO Work

Technical SEO - On page optimization like Meta, Image SEO, Find and Fix Crawl Errors, Improve Site Speed, Fix Broken Links, Add structured data, Find duplicated contents.

Off-Page SEO - Keyword Research, Analyze Intent of Pages That Rank, Article writing and publishing, Analyze competitor profile, Link building (internal & external), Setup Google business profile, Setup search engine's console, Google analytics setup and more...

PERSONAL DETAILS

Father Name	: Sri Sharda Nand
Date of Birth	: 15 th April 1988.
Religion	: Hindu.
Nationality	: Indian.
Marital Status	: Married

WORK EXPERIENCE from 2023

Digital Marketing work at SS Publishers and Distributors Pvt. Ltd.
Nov. 2023 - Present

Responsibilities:

- Develop and implement comprehensive digital marketing strategies to increase online visibility and drive customer engagement.
- Manage all aspects of the company's digital presence, product listing, including website, social media channels, email campaigns, and online advertising.
- Conduct thorough market research and analysis to identify target audiences, industry trends, and competitor strategies.
- Create compelling content for various digital platforms, including blog posts, social media updates, and email newsletters.
- Optimize website content and structure for improved search engine rankings (SEO) and user experience (UX).
- Monitor and analyze key performance indicators (KPIs) to measure the effectiveness of digital marketing efforts and make data-driven decisions.
- Collaborate with cross-functional teams, including sales, product development, and design, to align digital marketing initiatives with overall business objectives.
- Stay up-to-date with the latest trends and best practices in digital marketing, including emerging technologies and platforms.
- Oversee the creation and management of product listings on the company's WooCommerce website
- Ensure accurate and up-to-date product information, including descriptions, images, pricing, and inventory levels.
- Optimize product listings for search engine visibility and user experience

Achievements:

- Increased website traffic by 50% within the first six months through targeted SEO optimization and content marketing strategies.
- Boosted social media engagement by 75% through the development of interactive and shareable content.
- Generated a 30% increase in online sales revenue through the implementation of targeted email marketing campaigns.
- Successfully launched a new product line, resulting in a 100% increase in online conversions and a 50% increase in market share within one year.

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Looking Freelancing Job

Hi,

My name is Sandip Kumar Jha, S/o Shree Sharda Nand Jha, R/o C49/1, Ekta Vihar, Jaitpur, Badarpur, New Delhi-44. I hold a BCA degree and am currently seeking freelancing opportunities in **digital marketing**. I am interested in undertaking **daily tasks for your company as outlined below:**

1. Website Optimization:

- a. Write and publish one article daily related to your product and company niche on your website. Share these articles on social media platforms to increase visitor traffic and enhance brand awareness.
- b. Create 5-10 backlinks daily to improve visibility in Google search results.
- c. Submit your website link to local business directories and create a profile page.
- d. Share monthly Google Analytics reports to track website performance and make informed decisions for optimization.

2. Social Site Optimization:

- a. Create one **graphic ad** daily related to festivals or your product and company niche. Share it on your company's social media profiles including Facebook, Twitter, LinkedIn, Instagram, and Tumblr.
 - i. Some Examples: <http://surl.li/rhqbp> - <http://surl.li/rhqbt> - <http://surl.li/rhqbx> - <http://surl.li/rhqcd>
- b. Produce one video daily using AI technology related to your product and company niche. Upload it to your YouTube channel
 - i. Some Examples: Long: https://www.youtube.com/watch?v=jH2R_azj1E
Shorts: <https://youtube.com/shorts/c05p4ip1z2Q>

Benefits of these work:

Digital marketing offers numerous benefits for businesses of all sizes. Some of the key advantages include:

Digital marketing offers a plethora of benefits, including **global reach, cost-effectiveness, targeted advertising, measurable results, increased engagement, flexibility, brand development, higher conversion rates, access to mobile customers, and a competitive advantage**. By leveraging these advantages, businesses can achieve their marketing objectives and drive growth in the digital age.

I work for 2+ hours daily, Monday to Friday, for a monthly compensation of only INR 15,000