

VIKRAM SINGH

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CAREER OBJECTIVE

To work with determination and discipline, respecting all the goals of an organization and following the path of success using my skills and abilities.

PROFILE SUMMARY

- **Digital Marketing**
- **Google Analytics**
- **Google Adwords**
- **Search Engine Optimization**
- **Pay-Per-Click Analysis**
- Proficient at grasping new technical and functional concepts quickly and utilizing the same in a productive manner.
- Strengths include ability in meeting deadlines for deliverables while achieving excellence and quality of work.

WORK EXPERIENCE

Company – ViralBulls Digital Media

Duration – February 2022 to Current .

Designation – Social Media Strategist.

Roles/Responsibilities:

- Developed and implemented comprehensive social media strategies to enhance brand awareness and drive website traffic.
- Expanded client communities, established and cultivated Twitter/Instagram pages, and generated daily content to uphold company standards.
- Monitoring competitor activity in order to identify any new strategies that may affect business goals.

Company - Easy Solutions 360

Duration - April 2019 to January 2022

Designation – Social Media Manager

Roles/Responsibilities:

- Monitored and managed online advertising budgets and developed budget recommendations.
- Analyzed performance data and optimized campaigns for better performance.
- Conducted demographic, keyword, and other research related to campaign setup.

Company - BrandCravy.

Duration - October 2015 to March 2019.

Designation - Search Engine Optimization (SEO).

Roles/Responsibilities:

- Developing and implementing effective search engine optimization (SEO) strategies.
- Managing offsite and onsite optimization projects and reporting on performance.
- Promote products or company. Increase reach to customer using digital platform.
- Plan and execute digital/email marketing campaigns and design, maintain and supply content for the organization's website(s).

ACADEMIC QUALIFICATION

Degree	Period	Board/University	Institute	Field Of Specialization	Percentage (%)
B.Tech	2015	UPTU	Allenhouse Institute of Technology, Rooma, Kanpur	Computer Science Engg.	68.71
Intermediate	2010	UP Board	Ch. Nathan Singh I. C. Kaushambi	Science	60
High School	2008	UP Board	Ch. Prahalad Singh HSS Dhata, Fatehpur	Science	58

PERSONAL DETAILS

Name: Vikram Singh

Gender: Male

Date of birth: 10th Aug, 1994

Marital status: Single

Languages known: English, Hindi

Address for Communication: 196, FF, Judge Colony, Sector 12, Vasundhara, Ghaziabad – 201012.

DECLARATION

I hereby, declare that the information furnished above is true to the best of my knowledge & belief.

Date: 16/05/2024

Place: **GHAZIABAD**

VIKRAM SINGH