**SWAPNIL TRIVEDI**

**Contact No.:** 084478xxxxx

**E-Mail**: xxxx@yahoo.co.in

**MANAGERIAL ASSIGNMENTS**

Digital Marketing/Online Marketing

**Industry Preference**: IT/Retail/E-Commerce

**Location Preference**: Gurgaon

PROFILE SUMMARY

# A Marketing Professional with over 8 years of experience in the areas of:

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| --- | --- | --- |
| Search Engine Optimisation Digital Marketing Content Strategy and Design | Social Media/Community ManagementInternet Brand Marketing Digital Communications | PPC AdvertisingGoogle AnalyticsGoogle AdWords  |

• Skilled in marketing the clients’ business to achieve objectives such as lead generation, high online visibility, online brand positioning and online reputation management

• Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC, Content Management, Landing-Page Optimisation, Link-Building and so on

• Exposure of working with clients from US, UK, Canada & Australia and handling marketing & promotional activities in French language

• Demonstrated acumen in planning and organising online as well as off-line events for brand promotion strategies for client’s business

• Analytical, meticulous and quality-oriented professional with an eyes for detail

# CORE COMPETENCIES

• Devising web-marketing strategies that have elevated brands from relative obscurity, generated leads/revenue and increased profits in competitive markets

• Developing content initiatives to launch blogs, video content and social media profiles in order to generate thought leadership and significant inbound marketing results

• Analysing and researching keywords related to client’s website through keywords research tool

• Conducting competitor analysis to identify improvements as well as increase visibility and rankings

• Ensuring continued success of Pay Per Click (PPC) lead generation, delivering strong profits and Return on Investment to the business

• Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.

# ORGANISATIONAL DETAILS

**Since Mar’09 CompSkill Technologies, Location Marketing Manager-SEO**

**Key Result Areas:**

• Planning and devising on-page optimization strategies as per website requirements

• Developing content copies involving articles and press releases

• Formulating marketing strategies for Facebook page optimization in order to increase brand visibility and improve online brand positioning of the business

• Working on lead generation through LinkedIn Group Creation, PPC, etc.

• Managing the development and optimisation of landing pages for PPC and E-Mail Marketing

• Gathering data about various countries, products and industries related to the niche as a part of pre-launch market research

• Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools

# ACADEMIC DETAILS

2009 B.S.C (I.T) from JDU with 71.38%

# PERSONAL DETAILS

Date of Birth: 12th Jul 1986

Languages Known: Hindi. English & French

Address: H.No.-xxxx, Hyundai Kunj, Manesar, Gurgaon– 122001