Mayank Kumar Singh

SEO Executive

imayankmobile@gmail.com

+91 89793 69338

Sangam Vihar

www.resume.mayank.sbs

linkedin.com/in/mayankdm

I'm a digital marketing professional with 3 years of experience in SEO, website design, and social media management. I specialize in driving traffic, improving search rankings, and generating leads to help businesses grow online. My expertise includes data-driven strategies, website optimization, and social media campaigns to enhance brand visibility and create effective marketing solutions for business success.

EDUCATION

Digital Marketing Course
Digiperform
08/2021 - 04/2022

Bachelor of Science (B.Sc.)
Chhatrapati Shahuji Maharaj University
04/2019 - 03/2022

Diploma in Computer Applications (DCA)
NIELIT
11/2020 - 06/2021

Course on Computer Concepts (CCC)
NIELIT
06/2020 - 10/2020

10th & 12th
UP Board
2019

SKILLS

Search Engine Optimization   Website Design

Social Media Management   Graphic Design

E-commerce Management   Google Ads

Meta Ads   Lead Generation

PERSONAL PROJECTS

DigiDelhi
- Developed a website using WordPress with the Blocksy theme and Elementor Page Builder.
- Website : www.digidelhi.com

Mayank Kumar Singh
- Developed a website using WordPress with the Blocksy theme and Elementor Page Builder.
- Website : www.mayank.sbs

Digital Monkey
- Developed a website using WordPress with the Blocksy theme and Elementor Page Builder.
- Website : www.digital-monkey.in

WORK EXPERIENCE

SEO Executive
DigiPerth
05/2023 - Present
Job Responsibility
- Design and develop websites to ensure optimal user experience and responsiveness.
- Execute on-page SEO strategies by optimizing keywords, meta tags, and content to improve search engine rankings.
- Implement off-page SEO techniques by creating high-quality backlinks to boost website authority and visibility.
- Manage social media accounts by creating engaging content and analyzing performance to enhance brand presence.
- Create visually compelling graphics for branding, marketing campaigns, and social media engagement.
- Oversee e-commerce operations for Seebora on Amazon, Flipkart, Meesho, and Ajio to ensure smooth business management.

Digital Marketing Executive
Ghar Renovation
09/2022 - 05/2023
Job Responsibility
- Perform both on-page and off-page SEO to improve website rankings and authority.
- Create and manage content for blogs and social media platforms.
- Oversee social media management across Facebook, Instagram, Twitter, LinkedIn, and Pinterest.
- Manage and optimize Google Ads, Facebook Ads, and YouTube Ads campaigns.
- Handle Google My Business management to enhance local search visibility and business listings.

Digital Marketing Intern
Dharohar Aroma
04/2022 - 09/2022
Job Responsibility
- Execute SEO strategies to enhance website visibility and rankings.
- Manage product listings on e-commerce websites for optimal presentation and performance.
- Drive lead generation efforts to support business growth and customer acquisition.
- Develop and oversee content creation, including blog posts and social media updates.
- Handle social media management to engage audiences and strengthen brand presence.

CERTIFICATES

Foundations of Digital Marketing and E-commerce ⬈
Coursera

Digital Channel Planning and E-Commerce Strategy ⬈
Coursera

Digital Marketing ⬈
HubSpot Academy

Fundamentals of Digital Marketing ⬈
Skillshop (Google)

Increase SEO Traffic with WordPress ⬈
Coursera

Shopify SEO 2024 ⬈
Udemy

Advance WordPress Course for Professionals ⬈
Udemy

Digital Advertising ⬈
HubSpot Academy

Canva Essentials ⬈
Canva

Marketing Strategy Development ⬈
Udemy

The Complete Guide to Instagram Marketing for Businesses ⬈
Udemy

WordPress ⬈
Great Learning Academy

Advance WordPress Course for Professionals ⬈
Udemy

SEO ⬈
Hubspot

Google My Business ⬈
Skillshop (Google)

Boost Lead Generation with SEO ⬈
Semrush

TOOLS

| WordPress | Shopify | Wix | Semrush |

| Canva | Rankmath | Google Analytics |

| Google Search Console | Google Tag Manager |

| Content Studio | ChatGPT | Ahrefs |

| Woocoommerce | Squarespace |

LANGUAGES

Hindi ● ● ● ● ●

English ● ● ● ● ○

FREELANCING PROJECTS

Colmado Yoga - Dominican Republic
Website Design
- Designed a multi-vendor Spanish grocery website for daily essentials using the XStore theme and Elementor in WordPress.
- Website : www.colmadoyoga.com

Cococart - India
Website Design
- Designed an e-commerce website using the WoodMart theme and Elementor Page Builder in WordPress.
- Created and managed product listings to effectively showcase a variety of high-quality juice products.
- Website - www.totalbadkamers.nl

The Urban Deck - Thailand
Website Design & Social Media Management
- Designed and developed a restaurant website using the Blocksy theme and Elementor Page Builder in WordPress to showcase the menu, services, and enhance online visibility.
- Manage social media accounts and create engaging graphics to attract customers and promote the restaurant's brand.
- Website : www.theurbandeck.com
- Instagram : www.instagram.com/urbandeckbkk

Total Badkamers - Netherlands
Website Design, SEO, Graphic Design & Social Media Management
- Designed a website for a bathroom renovation business using the Blocksy theme and Elementor Page Builder in WordPress, showcasing services, projects, and enhancing user experience.
- Implemented SEO strategies to improve search rankings, drive organic traffic, and boost online visibility.
- Created engaging graphics to enhance branding, marketing materials, and online presence.
- Managed social media accounts , developing content and campaigns to increase audience engagement and brand awareness.
- Website - www.totalbadkamers.nl
- Instagram : www.instagram.com/total_badkamers

The Tone Door - India
Website Design
- Designed and developed an e-commerce website for a guitar shop using the XStore theme and Elementor Page Builder in WordPress.
- Create and manage product listings to showcase a range of highquality guitar products effectively.
- Website : www.thetonedoor.com

Interior Spaces - India
Website Design
- Designed a WordPress website for Interior Space using the Blocksy theme and Elementor Page Builder, showcasing services, portfolio, and enhancing user experience for potential clients.
- Implemented SEO strategies to improve search rankings, increase organic traffic, and boost online visibility.
- Website : www.interiorsspaces.com

RK Sofa & Plumbing Solutions - India
Website Design SEO & Google Ads
- Designed and developed a website for a sofa repair and plumbing business using the Blocksy theme and Elementor in WordPress, ensuring a user-friendly and visually appealing experience.
- Run Google Ads campaigns to drive targeted traffic and increase online visibility
- Website : www.rksofaplumbingsolutions.com

Shree Narayani Construction - India
Website Design, SEO, Facebook Ads & Google Ads
- Designed and developed a construction website using the Blocksy theme and Elementor in WordPress, showcasing services, projects, and optimizing user experience and functionality.
- Implemented On-Page SEO (Meta title, Meta description and Keyword positioning).
- Run Google and Facebook Ads campaigns to drive targeted traffic and increase online visibility.
- Website : www.shreenarayaniconstruction.com