

TANIKA
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Experience Summary

Total Experience : From July 2016 to Present
Current Designation : Digital Marketing Lead
Current Location : Chandigarh

- Ability to handle multiple tasks, priorities, and meet deadlines.
- Professional with ability to properly handle confidential information.
- A dedicated team player with strong interpersonal and communication skills.
- A quick learner with sound analytical skills and strong decision making skills.

Area of Expertise

✓ Search Engine Optimization (SEO)	✓ Online Reputation Management (ORM)
✓ Content Analysis	✓ Pay Per Click (PPC), Facebook Campaigns
✓ Google Analytics	✓ SMS Marketing
✓ Keyword Optimization	✓ Social Media Optimization

Objective:

Seeking a position to utilize my skills and abilities in the growing industry that offers professional growth while being resourceful, innovative and flexible.

Academic Background:

Qualification/Degree	School/College	University or Board	Year of Passing
MCA	Chitkara University	Chitkara University	2014-2016
BCA	GGSCW Sec-26, Chandigarh	Panjab University	2011-2014
Class XII	Sishu Niketan Sr Secondary School Sec-22, Chandigarh	C.B.S.E	2009-2011
Class X	Manav Mangal High School Sec-21, Chandigarh	C.B.S.E	2009

Employers & Positions Held

- Cyberbells Ites Services Pvt Ltd. as Digital Marketing Lead from March 2021 to Present.
- Hitbullseye as Digital Marketing Expert from April 2019 to February 2021.
- IRIS Web Technologies as SEO/SMO Analyst from July, 2016 to March. 2019

Work Experience Profile:

Cyberbells Ites Services Pvt Ltd. as Digital Marketing Lead from March 2021 to Present.

Responsibilities:

- Working on Kandere (Fashion Jewelry Brand in USA), Developed & designed road-map and executed strategies for Kandere right from its inception. : helped in website conceptualization, products conceptualization, making strategies for digital marketing including SEO, SEM, SMM, Email Marketing
- Managing SEO activity with the help of a team for Kandere USA
- Technical SEO site audit to provide actionable recommendations to enhance organic traffic.
- Monitor website health through SEMrush, Ahrefs, and Google Search Console and prepare recommendations to resolve issues.
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword-specific
- Keyword and competitor research to find future opportunities.
- Handling MarketPlaces for Kandere (Amazon, Pinterest, Ebay, Tanga, Mobstube, Restaurant)
- Managing Product Selection , Direct interaction with the vendor for the Products.
- Handling inventory and deciding budget for the Products
- Developed and executed a comprehensive digital marketing strategy for the brand.
- Prioritize work effectively in order to meet deadlines
- Mentoring and training team members to help them reach their full potential and drive their professional development.
- Staying up-to-date with the latest digital marketing trends and technologies, and recommending new approaches and tactics to improve Brand Traffic.

Hitbullseye as Digital Marketing Expert from April 2019 to February 2021.

Responsibilities:

- Create advanced SEO strategies.
- Prepare detailed strategy reports.
- Identify the least expensive but most powerful and profitable keywords for client sites and Product.
- Ensure websites are filled with optimal keywords.
- Responsible for complete SEO process (on & off page optimization) and web analytic.
- Research and analyze competitor advertising links.
- Develop and implement link building strategy.
- Studied website and prepared initial Web Site Audit Report.
- Researching keywords using Google Keyword planner
- On Page and Off Page optimization and carrying out competitor research.
- Web analytic for performance tracking.
- Implement off-page SEO content strategies.
- Effectively use header tags.
- Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines.
- Compile and present SEO performance reports.
- Introduced an approach to incorporating Search Engine Marketing. Applying Social Media Optimization through Facebook, Twitter, and Google plus by creating and advertising Business Pages, Promoting updated News, Blogs, Images and Videos.

- Run pay-per-click campaigns
- Adjust PPC campaigns as needed.
- Track, report, and analyze website analytic and PPC initiatives and campaigns.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization

IRIS Web Technologies as SEO/SMO Analyst from July 2016 to March. 2019.

Responsibilities:

- To handle all the SEO aspects like website's On Page Optimization, OFF Page Optimization and various other techniques
- Keywords and website Analysis, Competitor back links, Earning Theme & City based links and Analysing webmaster & Google Analytics data.
- Setting up Google places, Bing places, Google webmaster , Google analytics and Bing webmaster.
- Creating, revising, editing, and proofreading text content for websites like Smm posts, PPT content, Infographic content and creation, classified Ads.
- Creating and reviewing content for the company periodical
- Managing ranking reports
- Using Social Media Profiles (Facebook, Twitter and Googleplus) to enhance the profile and reach of the company
- Developed On-site body content, meta description, meta title in support of SEO strategies
- Monitoring Competitor social media activities and Websites
- Creating, revising, editing, and proofreading text content for websites like Smm posts, PPT content, Infographic content and creation, classified Ads.
- Implementing Link Building Strategies
- Managing PPC Campaigns for the Projects
- Performing SMS Marketing Strategies using Smsbin Tool
- Performing On page & Off page Techniques for various Projects
- Managing ranking reports Weekly, monthly and quarterly
- Stayed up to date on evolving SEO trends and guidelines
- Increased click through and conversions rates through promotions

Trainings:

Organization	Avaptech Solutions
Focus Area	Off Page & On optimization
Project	Various US based projects
Role	Seo Trainee
Duration	1 month (May- June2016)

Organization	Click Labs
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Focus Area	HTML5, Bootstrap, Photoshop, Javascript
Project	JB Interiors & Jugnoo
Role	Designing
Duration	6 months

PROFESSIONAL SKILLS:

- A good team worker and leadership quality.
- Excellent Innovative & Imaginative skills.
- Firm determination & will power to achieve the desired goals.
- Ability to deal with people to ensure accomplishment of common objective.
- Hard worker & willing to learn new things

CO-CURRICULAR ACTIVITIES:

- Worked as a invigilator in 'CSI' quizzes in Chitkara University in 2014.
- Member of University School of Computer Science's 'MATRIX CLUB' since 2014
- Participated in Hakathon in 2015.
- Participated in Bhangra competition in School fest 2009
- Participated in Quiz in School 2008
- Active member of the University's Computer Society of India since 2014.

INTEREST & HOBBIES:

- Dancing
- Watching Food Channels
- Surfing Internet

Declaration:

I hereby, declare that the above mentioned statements are true and the best of my knowledge and belief.

Signature

(TANIKA)