

VINAY KUMAR

Email: viney.kumarvinay26@gmail.com

Contact No: (+91) 9888135632

LinkedIn: [linkedin.com/in/kumarvinay26/](https://www.linkedin.com/in/kumarvinay26/)

Location- Chandigarh

Career Objective

Results-driven **Digital Marketing Professional with 5+ years of experience** in SEO, Social Media Optimization, Google Ads, Meta Ads, Content Marketing, Email Marketing, Lead Generation, and WordPress Development. I aim to leverage my expertise in creating data-driven marketing strategies, optimizing online presence, and executing performance-focused campaigns to help organizations achieve measurable growth, enhance brand visibility, and generate quality leads. Passionate about combining creativity with analytics, I strive to deliver innovative solutions that drive business success and strengthen digital footprints.

Working Experience & Internship

Digital Marketer

Signa Medi Solutions Pvt. Ltd., Mohali | Apr 2023 – Present

- Developed and maintained **WordPress websites** for better user experience and lead generation.
- Created and managed **SEO-optimized content** including blogs and landing pages.
- Executed **on-page, off-page, and technical SEO strategies** to increase organic traffic and search rankings.
- Planned, launched, and optimized **Google Ads and Meta Ads campaigns** to drive leads and ROI.
- Monitored analytics, prepared performance reports, and implemented data-driven strategies for growth.

SEO Executive

Divine Group of Institutions, Chandigarh | Jun 2022 – Mar 2023

- Conducted **keyword research** and applied on-page SEO practices (meta tags, content optimization, internal linking).
- Managed **off-page SEO** including link building, directory submissions, and guest posting.
- Performed **technical SEO audits** to improve website speed, indexing, and mobile performance.
- Collaborated with content team to develop **SEO-friendly program descriptions and blogs**.
- Used **Google Analytics, Google Search Console, SEMrush** to track performance and report insights.

SEO Assistant

Boxfy (AI, Gaming, Animation, Metaverse), Chandigarh | Sep 2021 – Feb 2022

- Assisted in **on-page SEO** optimization (meta tags, content structuring, heading tags).
- Supported **off-page SEO** efforts including link building, social bookmarking, and directory submissions.
- Helped optimize **blogs and web content** for keyword alignment and search visibility.
- Monitored performance with **Google Analytics and Search Console**, preparing SEO reports.
- Gained strong foundation in **SEO techniques and campaign execution**.

Social Media Marketing Manager

Rudraksh Estates, Chandigarh | Jun 2020 – Mar 2021

- Designed and implemented **social media strategies** to grow brand visibility and engagement.
- Created and scheduled **content (graphics, videos, promotional posts)** for Facebook, Instagram, and LinkedIn.
- Managed and optimized **paid ad campaigns** to generate real estate leads.
- Analyzed campaign performance and applied improvements based on engagement metrics.
- Coordinated with sales team to ensure alignment of digital campaigns with business goals.

Digital Marketing Intern

The Bigboxx Academy, Chandigarh | Dec 2019 – May 2020

- Gained hands-on experience in **SEO, Social Media Marketing, Google Ads, and WordPress Development**.
- Performed **keyword research, on-page optimization, and off-page SEO activities**.
- Assisted in **content creation and scheduling** across social media platforms.
- Supported **Google Ads campaign setups** and WordPress website optimization.
- Built strong **analytical and creative skills** by working on real-time projects.

Technical Skills

Search Engine Optimization (SEO)

- Proficient in website research, URL structure, content optimization, heading tag check, canonical tag, and 301 redirection.
- Experienced in keyword research using tools like SEMrush, Ahrefs, or Google Keyword Planner and ON-Page optimization techniques including title, description & H1 tag creation, content optimization, interlinking, alt tag optimization, XML sitemap creation, and robot.txt creation.
- Skilled in setting up, analyzing, monitoring, and reporting using Google Analytics and Google Webmaster (Google Search Console), including XML sitemap integration.
- Familiar with off-page optimization strategies such as article submission, blog posting, classified submission, guest blogging, social bookmarking, profile creation etc.
- Local SEO strategies (Google My Business optimization, local citations).
- Mobile optimization and responsive design considerations for SEO.
- Knowledge of schema markup and structured data implementation for enhanced search results.
- SEO-friendly URL structure and redirection management.
- Familiarity with SEO plugins and tools for platforms like WordPress (e.g., Yoast SEO, Rank Math).

Social Media Optimization (SMO)

- Proficient in creating and managing profiles, pages, and groups on platforms including Facebook, Twitter, Pinterest, LinkedIn, and Instagram.
- Content creation and curation tailored for social media platforms.
- Understanding of social media algorithms and trends.
- Hashtag research and implementation strategies.
- Engagement strategies to increase likes, shares, comments, and followers.

- Analytics and performance tracking using tools like Facebook Insights, Twitter Analytics, and LinkedIn Analytics.
- Paid social media advertising campaign management (Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads, etc.).
- Experienced in both organic and paid activities to maximize brand visibility and engagement.
- A/B testing and optimization of social media content and campaigns.
- Integration of social media strategies with broader marketing initiatives.
- Knowledge of social media management tools (Hootsuite, Buffer, Sprout Social, etc.).
- Ability to stay updated with the latest social media trends and best practices.

YouTube Marketing

- End-to-end operations including scheduling, publishing, playlist curation, and channel optimization.
- Keyword research, metadata optimization (titles, tags, descriptions), improving CTR, audience retention, and watch time.
- Proficient in YouTube Analytics, TubeBuddy, VidIQ, and Google Trends to track performance and provide actionable insights.
- Skilled in Canva, Photoshop, and similar tools for engaging thumbnails, end screens, and branding assets.
- Moderation, audience interaction, and fostering a positive subscriber community.
- Ensuring consistency in tone, messaging, and visuals across all video assets.

Google Ads and Meta Ads

- Proficient in creating and managing Google Ads campaigns across various platforms including Search, Display, Video, and Shopping.
- Experienced in optimizing Google Ads campaigns to improve ROI, CTR, and conversion rates.
- Skilled in conducting keyword research and implementing effective keyword strategies for Google Ads campaigns.
- Familiar with A/B testing methodologies to analyze ad performance and refine ad copy, targeting, and bidding strategies.
- Knowledgeable in setting up and managing conversion tracking, remarketing, and audience targeting in Google Ads.
- Competent in utilizing Google Analytics to analyze campaign performance, track KPIs, and generate insightful reports.
- Experienced in creating and managing Meta Ads campaigns on platforms like Facebook, Instagram, and Audience Network.
- Proficient in utilizing Meta Ads Manager to set up and optimize ad campaigns, ad sets, and ad creatives.
- Skilled in audience segmentation and targeting on Meta Ads platforms to reach the desired demographics and interests.
- Experienced in leveraging Meta Ads insights and analytics tools to monitor campaign performance and make data-driven decisions.
- Familiar with implementing advanced Meta Ads features such as dynamic ads, lead generation forms, and conversion optimization techniques.
- Knowledgeable in staying updated with the latest trends, best practices, and algorithm changes in both Google Ads and Meta Ads platforms.

Wordpress Development

- Proficient in WordPress development, including theme customization, plugin development, and site maintenance.
- Experience with responsive design principles and techniques for mobile-friendly WordPress sites.
- Knowledge of WordPress best practices for security, performance optimization, and SEO.
- Familiarity with WordPress APIs and integration of third-party services and APIs.
- Proficiency in using WordPress page builders like Elementor, Divi, or WP Bakery Builder for rapid site development.
- Familiarity with WordPress e-commerce plugins like WooCommerce for building online stores.
- Ability to customize and extend WordPress functionality through custom post types, taxonomies, and hooks/actions.

Certificates and Achievements

- Certificate for Completion of [Google Fundamentals](#).
- Certificate for Completion of [Google Search Ad](#).
- Certificate for Completion of [Google Display Ad](#).
- Certificate for Completion of [Google Analytics](#).
- Certificate for Completion of [Google Video Ad](#).
- Certificate for Completion of [Google App Ad](#).
- Certificate for Completion of [SEO Fundamentals](#).
- Certificate for Completion of [Social Media from HubSpot Academy](#).

Educational Qualification

- High School - Kendriya Vidyalaya, Sec 31-D, Chandigarh
- Intermediate - GMSSS, Sec 10-A, Chandigarh
- Bachelor of Science (General) - SGGS College, Sec-26, Chandigarh

Personal Profile

- **Name** : Vinay Kumar
- **Nationality** : Indian
- **Religion** : Hinduism
- **Date of Birth** : 26 - 12 - 1992
- **Languages Known** : Hindi and English
- **Interest in** : Reading

Declaration

I hereby confirm that the information given above is true to my knowledge and belief.