



# Balvinder Singh

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## LINKS

- <https://www.linkedin.com/in/balvinders-dadyal/>

## PROFESSIONAL SUMMARY

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities. To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

## SKILLS

- On Page SEO
- Off Page SEO
- Google Adwords
- ORM
- SMO
- Competitor Analysis
- Keyword Research

## WORK HISTORY

### DIGITAL MARKETING ANALYST 10/2019 to CURRENT

#### Staric | Chandigarh, India

- Creating Google Adwords Campaign for In House Projects as well as Clients Projects.
- Deep analysis of competitor website, and keywords research for higher rank on all search engines.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Built, implemented and updated effective SEO strategies.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

### SR. SEO EXECUTIVE 04/2017 to 09/2019

#### Crazzle Plus Infocom | Rohtak, India

- Analyzed and audited clients' websites to address performance issues.
- Utilized search engine optimization and emphasized importance of link building.
- Monitored performance of clients' marketing strategies and statistics to identify areas of improvement.
- Conducted in-depth research and analyses to create company online marketing strategies.

### SEO EXECUTIVE 02/2016 to 04/2017

#### Ogen Infosystem Pvt Ltd. | New Delhi, India

- I handle In-House Project of Company.
- Linkbuilding
- Social Media Handling

**EDUCATION**



**Bachelor of Arts | Arts**  
**Maharshi Dayanand University, Rohtak**

*04/2015*

**CERTIFICATIONS**

Semrush - Keyword Research & Competitor Analysis