

Resume

Abhaya Kumar

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Career Objective:

Seeking position to utilize my skills and abilities in the digital marketing Industry that offers professional growth while being resourceful, innovative and flexible.

Working Experience:

1. **Digital Marketing Manager**(LambdaTest India Pvt Limited)

June 2019 – Present

LambdaTest is cloud-based cross browser testing platform that helps in both manual and automated browser compatibility testing.

Responsibilities:

- **Managing company profile:** On review websites(G2, Capterra, TrustRadius, Alternativeme, Source forge etc) and Google my business.
- **Paid Campaigns Management/Cooperation:** Google PPC, Retargeting, Twitter Ads, and Facebook Ads.
- **SMO(Social Media Optimization):** Social media strategy creation and implementation, Microblogging, Expertise Sharing (e.g. LinkedIn / Pulse / company articles, Twitter, Facebook, YouTube, Pinterest, Instagram etc), Forum Participation, Social Networking & reaching target audience, Interest group participation and infographic outreach.
- **SEO(Search Engine Optimization):** SEO of LambdaTest and its child products. Managed to increase traffic from 1 lac to 5 lacs per month (within 2 years). Responsible for managing Google tag manager.
- **Community management and participation:** Started LambdaTest community and managing all the marketing activities. Participated in online forums (Quora, TTN, STB etc).

2. **Sr. Digital Marketing Expert/Team Lead** (Algoworks Technologies Pvt. Ltd.)

Sept 2013 – June 2019

Algoworks is a mobile application and cloud based software development company that provide services related to CRM development, iOS and android development, Salesforce and other CRM development, and website development.

Responsibilities:

- **Managed Company Profiles:** Clutch, Dribbble, Behance, About.me, Glassdoor, Goodfirms etc.
- **Meetings and Reporting:** I attend all the meeting that are related to marketing team and sometimes give new and productive ideas.
We do bimonthly meetings to track and optimize team performance.
- **SMO(Social Media Optimization):** Social media strategy creation and implementation, Blogging, Microblogging (e.g. Twitter), Expertise Sharing (e.g. LinkedIn / LinkedIn Pulse, Twitter, Google+, Facebook, Youtube, Reddit, Scoopit, Slideshare, Pinterest, Instagram, Tumblr, Flickr, Vine etc), Forum Participation, Yahoo Answers/Aol answers, Internet Resource sharing (e.g. Bookmarking), Community Participation, Social Networking & reaching target audience, Interest group participation and infographic outreach.
- **SEO Off-Page:** Directory Submission, Social Bookmarking, Blog Creation, Blog Posting, Blog Commenting, RSS Creation, RSS Submission, Classified Ads, Forum Posting, Squidoo Page Creation, Hub Page Creation, Weebly Page Creation, Wordpress Page creation, Link Wheel Creation.
- **SEO On-Page:** Creation of Meta Tags, Sitemap Creation & Submission, Keyword Analysis, Keyword Creation, Google Analytics, Google Ads(PPC, Retargeting), Google Webmaster, Website Analysis, Content Optimization, Html Optimization, Heading Tags Optimization, Image Optimization.
- **Paid Campaigns Management:** Google PPC, Retargeting, LinkedIn Ads, Slideshare Ads, Twitter Ads, and Facebook Ads etc.
- Create supporters for Causes and Events, Online Reputation Management, Increasing traffic and ROI for sites, Inbound Link Building (Both dofollow and nofollow links).
- Live Chat handling
- **Working knowledge of Bidding Portals:** Guru, Upwork, Toptal, Freelancer etc.

3. Sr. SEO / SMO Executive (Skylark InfoTech Pvt. Ltd.)

May 2013 - Sep 2013

Skylark InfoTech provides every possible service you might require for Internet and web marketing. They are one of the finest full-service companies. It means that they can easily handle all aspects of your web presence from Internet marketing to website design.

Responsibilities:

- Onpage and offpage optimization for their inhouse and clients' websites.
- Manage a small team of 3 people.

4. SEO/SMO Executive/Link Builder (Shashwat Web Technologies Pvt. Ltd)

April 2011 - May 2013

An ISO Certified Company having sounds experience in providing IT/ITES, Web Designing, SEO and other online marketing services to our valuable customers for many years.

Responsibilities:

Offpage optimization for their inhouse and clients' websites.

Certifications:

- Adwords display certified(Certificate valid till November 12, 2019)

Tools Used:

- Google Analytics
- Google Tag Manager
- Crazy Egg
- Quetext
- Buzzsumo
- Tweetdeck
- Hootsuite
- Salesforce
- Ahrefs
- Semrush
- Mozbar
- Small SEO Tools
- Similarweb

Key Skills:

- Strong understanding of effective marketing principles.
- Good lead generation and follow-up with sales team.
- Ability to prepare reports on competitor analysis.

Educational Qualification:

- B.TECH.(2005-2009) in Information Technology from UPTU, Lucknow
- Intermediate (2004): UP Board, Allahabad.
- High School (2002): UP Board, Allahabad.
- Completed CCNA course from HCL CDC South Ex, New Delhi.

Personal Profile:

Father's Name : Ravish Kr. Chaturvedi
Marital Status : Married
Date of Birth : Aug 10, 1987
Present Location : Noida
Languages Known : English and Hindi

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Abhaya Kumar
november 2021