

CHANDAN KUMAR SINGH

Senior SEO Analyst

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Location - Gurgaon

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CAREER OBJECTIVE

Seeking a challenging position in a reputed company to build upon present skills and to keep abreast with the latest trends, this also provides me an opportunity to contribute effectively for the growth of the organization.

PROFESSIONAL SUMMARY

Experienced Digital marketing professional with **4+ experience in SEO**, Social Media and PPC Campaigns. Skilled at web page optimization, keyword research, project management, and content marketing analysis. Supervised and directly implemented best SEO practices for my last company's website within organic search. This boosted overall year-over-year **traffic by 200%** to 12K users and increased monthly online **revenue by 50%**.

WORKING EXPERIENCE

Senior SEO Analyst

Talkcharge, Gurgaon

Oct 2019 - Present

- Analyzing and implementing on-page & off-page SEO activities on a daily basis.
- Positioned website in a competitive niche in top 5 for 100+ high volume keywords
- Content marketing strategy preparation and execution.
- Finding better opportunities through the top competitor's analysis.
- Developed and implemented **SEO strategies**.
- Keyword research using SEO tools such as **SEMrush, ahrefs & Google keyword planner**.
- Increased organic traffic with 200% growth and reduced bounce rate with 15%
- Created link building strategy for 400 web pages..
- Reviewed and optimized company website to improve keyword targeting strategies, website architecture and content.

Digital Marketing Executive

Webner Solutions, Mohali

May 2018 to Feb 2019

- Worked with the SEO team on projects involving on-site and off-site optimization, positioning and the analysis of results.
- Analyzing and researching keywords related to the client's website through SEO tools.
- Worked with web developers to implement SEO audits.
- Published Technical SEO optimized blogs.
- Social media marketing on Twitter, Facebook, Youtube and LinkedIn.
- Used Google analytics for daily traffic, goal setup and user analysis.
- Suggested technical SEO recommendation to various Clients.
- Increased website traffic by 20% within 2 months.

Digital Marketing Executive

DigiAvatar, Noida

Mar 2016 to Apr 2018

- On page and off page optimization, keyword and market research.
- Utilizing SEO tools to track progress and performance.
- Responsible for executing daily social media posting and engagement on social media profiles.
- Digital Advertising campaigns setup and optimization for Facebook, Twitter etc.
- Worked on Google Analytics, Facebook Insights, Twitter Analytics.

CLIENTS & WEBSITES

Project Name	Domain URL	Category
Talkcharge	https://www.talkcharge.com/	Affiliate/Coupon
Talkcharge Blog	https://blog.talkcharge.com/	Blog Website
Webner Solution	https://webnersolutions.com/	Services
Webner Blog	https://blog.webnersolutions.com/	Blog Website
StudySection	https://www.studysection.com/	Education
Winsurtech	https://winsurtech.com/	Services
Custom Guide	https://www.customguide.com/	Education
Aurora Training	https://auroratrainingadvantage.com/	Education
Newszii	https://www.newszii.com/	Multiple Niche
Chandigarh Diaries	https://www.chandigarhdiaries.com/	News

SKILLS AND EXPERTISE

- Knowledge of on-page SEO, technical SEO, off-page SEO and search engine ranking factors.
- Analysing and researching keywords related to the client's website through keywords research tools.
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings.
- Leadership and Team management experience.
- Strong knowledge of web analytics applications such as Google analytics and Data studio.
- Proficient with Microsoft Office (Word, Excel, Powerpoint)
- Conducting regular research into industry to keep abreast of latest Google algorithm updates.
- Knowledgeable in HTML, CSS and other Digital marketing technologies.

EDUCATION

- Bachelor of Engineering in Information Technology from PEC University of Technology, Chandigarh (2010-2014) with a CGPA of 7.5.
- Higher Secondary Certificate from C.B.S.E Board (2010) with 78%.
- Secondary School Certificate from C.B.S.E Board (2008) with 72%.

PERSONAL INFORMATION

Date of Birth - 15 January 1993
Nationality - Indian
Gender - Male
Marital Status - Single
Languages - Hindi & English

REFERENCES

Mayank Tyagi

SEO Team Lead - Talkcharge
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Shivendra Pratap Singh

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