

Dharender Saini

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OBJECTIVE

To Get A Competitive And Challenging Environment To Deliver Best Of My Skills And Make Best Use Of My Efforts In Gaining Experience And Rewards.

EDUCATIONAL QUALIFICATION

Degree	Year	Institute	Class/Grade
B.Tech in Electronics & Communication Engineering	2007-2011	Kurukshetra University, Kurukshetra	First
10+2th	2006-2007	Haryana Board (INDIA)	Second
10 th	2004-2005	Haryana Board (INDIA)	First

TECHNICAL SKILL SET

- ✓ **Operating System:** Windows XP/7/8/10
- ✓ **Website CMS Tools:** WordPress, Shopify
- ✓ **SEO Tools:** Google Search Console, Google Keyword Planner
- ✓ **Web/Analytics Tool:** Google Analytics, Rank Active, Ahrefs, SEM Rush
- ✓ **Digital Management Tools:** MS Excel, MS Power Point, MS Word.

KEY RESPONSIBILITIES

- ✓ Handle domestic & international projects.
- ✓ Implement online promotion strategies via SEO & SMO.
- ✓ Execute website analysis, keyword research as per competitor interface.
- ✓ Suggest additional content optimization strategies for clients in areas such as blogs, images, etc.
- ✓ Planning link building strategies via social sites (like Facebook, Twitter, Instagram, LinkedIn, etc.) and other profile engaging sites to increase & gain link popularity visibility on Google SERP.
- ✓ Submit Analytics and Ranking Report with as well as Off-Page activities periodically to the client or manager.

EXPERINCE

Working with **Media Search Group** Company (NOIDA Sec 10) as a **Sr. Digital Marketing Executive** form 02 Dec 2019 to Present.

Job profile Description:

- ✓ Making Weekly Project reports
- ✓ Making Monthly Projects Report
- ✓ Performed On-site SEO Activities
- ✓ Performed Off-Site SEO Activities
- ✓ Find New Keywords for the New Projects
- ✓ Making the Project Report With the help of Google Analytics, Google Search Console tools
- ✓ Making the Website Analysis report from the SEM Rush tool
- ✓ Handling the Client E-Mailing
- ✓ Performing SMO Activities
- ✓ Working on Facebook Ads Manager tool to make the Facebook and Instagram ads.

Working with **Web tech Solution** Company (NOIDA) as a **Digital Marketing Executive** form 22 August 2019 to 20 Nov 2020.

Job profile Description:

- ✓ Performing On-Page and Off-page SEO Activities
- ✓ Find New Keyword Related to website with the Help of Google Keyword Planner tool
- ✓ Analyzing the Website using Google Analytic, Google Search Console,
- ✓ Share, Submission URL on Social media website (Facebook, Twitter & LinkedIn)

Working with **ADVANCELLS** Company (NOIDA) as a **Digital Marketing** Intern for 3 month from 15th May to 15 August 2019.

Job profile Description:

- ✓ ON Page Optimization
- ✓ OFF Page Optimization
- ✓ New Keyword Research
- ✓ Analyzing the Website using Google Analytic, Rank Active Tool
- ✓ Share, Submission URL on Social media website (Facebook, Twitter & LinkedIn)

Working with **APTARA (Dehradun Branch)** as a **XML** and **HTML** Developer form 07th September 2013 to 30th September 2014 Date.

Job profile Description:

- ✓ Coding in XML and HTML.
- ✓ Fix the Problem Occurring in HTML and XML Files.
- ✓ Remove the Error of HTML QA Tools.
- ✓ Remove the Error of XML QA Tools.
- ✓ Doing XML Parsing.
- ✓ Solve the problems Related to Check List of XML & HTML.

TRAINING

Project Name:	Digital Marketing
Company:	Digital Edge Institute Noida
Role and responsibility	<ul style="list-style-type: none">▪ Making website in word press.▪ Working on SEO tools.▪ ON page SEO and OFF page SEO activities.▪ Google Ad Words▪ Facebook Ads Manager▪ Google Analytics tools▪ Google Webmasters Tools▪ Email Marketing Campaign
Duration:	3 Month

PERSONAL INFORMATION

Father's Name : Som chand Saini
Date of Birth : 25/02/1989
Language Known : Hindi, English
Nationality : Indian
Marital Status : Unmarried
Sex : Male

(Dharender Saini)