**NAME: ­PIYUSH**

[Piyush.360865@2freemail.com](mailto:Piyush.360865@2freemail.com)

* Result-oriented, self-motivated person, with an objective to work for an organization which values professional relation by giving fair and equal opportunities to sharpen/learn the skills and use the learnt skills for mutual growth. A sharp communicator with a head for marketing and a knack for thinking outside the box, I have a passion for effective and dynamic online marketing strategies to drive sales and achieve business goals. I am a qualified SEM professional with extensive experience in analytics, paid search strategies, keyword research, Social Media Marketing, site auditing and link building. I am looking for a career opportunity in the field of **Digital/Online Marketing at Dubai.**

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**PROFILE SUMMARY**

* **SEO**
* **SEM**
* **Google Analytics**
* **Google Ad words**
* **Social Media Marketing**
* **Google Webmasters**
* **PPC**
* **Keyword Research**
* **Face book ads**
* **Wordpress**
* **CRM**
* **Email Marketing**
* **ORM**
* **Advanced Excel**
* **MS Office**
* **MS Outlook**

* **MS Office**
* **Advanced Excel**
* **Marketing Analytics**
* **2.8 years experience with Skydream Consulting, Bangalore as Digital Marketing Executive.**
* A competent professional with nearly 3 years of experience in **Digital/Online Marketing**, with proven skills in developing & executing online marketing campaigns involving concept selling, online sales, affiliate campaigns, and tactical social media promotions.
* 2016(Nov) **Google Analytics Certification(GAIQ)**, scored **98.5%** in GAIQ
* 2016(July) **Google Ad words Certification**, scored **95%** in Advanced search advertising exam
* 2016 (June) Certification in **SEM/PPC** from NIDM, Bangalore
* 2016 (April) “Certification course for **Real Estate Brokers”at Dubai Real Estate Institute**. Got **“Gold”** category certificate for 100% score in Certification exams at DREI.
* 2016 (Feb) Certification in **Social Media Optimisation /Marketing** from NIDM, Bangalore
* 2015 Certification in **Digital Marketing** from Inventateq, Bangalore
* **B.Engg. (Hons.) (Mechanical Engineering)** from **Birla** **Institute of Technology (BITS), Pilani, Rajasthan**;secured **Distinction** with Cumulative Grade Point Average (CGPA) of 9.3 on a scale of 10 in 1998
* 12th from Don Bosco School Park Circus, Kolkata, India; ISC Board, secured 93% in 1994

**Achievements**

* Reduced overall cost of leads for a prime real estate client by more than 40% from all online channels
* Reduced overall annual digital marketing spend for a prime client by 25 pct
* Reduced the cost of qualified clicks to client website from Facebook medium by 35 pct
* Overall social media engagement for a client grew from 60 pct – 85 pct
* Created partnerships with prominent online affiliate channels /websites like Magicbricks,99 acres,Quikr,Just Dial,Olx to drive more online visibility,more leads and business at 25% lower cost

**Work Experience**

**Digital Marketing Executive at Skydream Consulting, Bangalore August 2014-Present**

**Roles and Responsibilities**

* Running the campaigns on performance basis.
* Establishing keywords and placements strategies (list building and keyword expansion).
* Writing clear, concise search ad copies that can give high quality score.
* Managing & executing campaigns end to end.
* Identifying and execute optimization recommendations to increase campaign Performance.
* Interacting With Clients to Improve the Campaign Performance.
* Provide recommendations for SEO friendly website design and development.
* Keyword research analysis and keyword mapping.
* Provide content guidelines for copywriters.
* Google Analytics & Google Webmaster setup and review
* Organize SEO friendly URL structure and Navigation structure. Responsible for complete SEO process (On Page & Off Page Optimization)
* Prepare search engine ranking progress reports and traffic reports (Bi-weekly & Monthly)
* Optimize social media pages of clients.
* Implement the strategies for off page optimization like search engine submission, directory, social bookmarking, document sharing, video submission and guest blogging.
* Procuring quality inbound links from blogs, forums and other relevant content-specific sites
* Tie ups with popular channels/websites for affiliate marketing
* Running remarketing ads on Google Display Network as well as on facebook ads across campaigns
* Running Facebook campaigns for lead generation
* Working with the IT team to optimize page conversions as well as implement proper tracking code for tracking campaigns performance
* Worked with IT team to enhance mobile website performance by designing AMP format ,which resulted in much quicker loading speed,lower bounce rate and higher conversion

**SKILL SETS**

* Search Engine Optimization (SEO), SEM, Market Research
* Search engine Marketing (SEM), social media optimization (SMO), web analytics, market research including online consumer behaviour, understanding search engine behaviours.
* Good knowledge in understanding web analytics, Google ad words, PPC marketing and Google ad-sense for client accounts.
* Experience in ON page optimization like Keyword research, content writing, title tags, meta tags, meta description, internal page linking, image alt tags and local search optimization.
* Experience in OFF page optimization like directory submission, article submission, blog creation, RSS feed submission, social media promotion, forum posting and link building.
* Experience in domain research, registration and hosting.
* Knowledge of Social Media marketing and promotion tools for Real Estate projects
* Analysing requirement and involves in implementing Search Engines Marketing plans, Operational strategies like Keyword research, Competition analysis, Site analysis, Web Marketing Strategies etc.
* CRM for uploading the leads,lead source and tracking the status of all the leads
* Knowledge in online ad campaigns set up, creative creation etc.
* Go-to-Market Strategies
* Channel Development
* Branding and Promotion
* Strategic Alliances
* Marketing Analytics

**Since Nov’06 –July 2014**

**Chief Marketing Executive at Adya Group of Companies, Kolkata,West Bengal India**

**Roles and Responsibilities**

Headed marketing of various kinds of real estate projects in India

through **offline** as well as **online** channels

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* Go-to-Market Strategies
* Channel Development
* Branding and Promotion
* Strategic Alliances
* Marketing Analytics
* Liaison and Coordination
* ATL & BTL Executions
* Inter-Personal **Communications**

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**Roles and Responsibilities**

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