



VIVEK SHAKYA

Digital Marketing Manager

My Contact

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Skills

- Search Engine Optimization (On-Page SEO, Technical SEO, Off-Page SEO, Local SEO)
- Paid Advertising (Google Ads, Facebook & Instagram Ads, LinkedIn Ads)
- Website Designing (WordPress) & Maintenance
- Social Media Management
- Understand the latest trends in Digital Marketing
- Marketing Automation
- Digital Marketing Strategy Planning
- Client Handling

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking
- Team Handling
- Quick Learner

Education Background

- UP Board
High School & Intermediate in PCM
Completed in 2008 & 2010
- Board of Technical Education UP
Three Years Diploma in Electronics & Communication
Completed in 2013
- The Institution of Engineers (India)
Major in Computer Science, Section A only
Completed in 2019

About Me

Experienced Digital Marketing Manager with a demonstrated history of working in the information technology and services industry. I help businesses achieve a strong online presence through strategic digital marketing and SEO.

Professional Experience

Mylstone Digital Services | Digital Marketing Manager *June 2022 - Present*

Key responsibilities:

- Create a digital marketing strategy for business
- Implement the digital marketing strategy with the help of the team
- Run the paid ads on Google and Facebook.
- Create an SEO plan for a website and implement it with the help of a team
- Attend the client meeting and understand the client's requirement
- Coordination with the team to complete all digital marketing tasks

EastSons' Technologies | Digital Marketing Manager *Sep 2021 - May 2022*

Key responsibilities:

- Create the SEO strategy for SEO projects Create reports for the client (Keywords Analysis report, Competitor analysis, work Report, monthly SEO progress report)
- Create the strategy for the SEO project.
- Distribute the task to the team member
- Create a monthly work plan for the SEO Project
- Keywords analysis On-page optimization for new projects.

RNF Technologies | Senior SEO Analyst *Jun 2019 - Jun 2021*

- Create the strategy for the SEO project.
- Create a monthly work plan for the SEO Project
- Keyword analysis for new projects
- On-page optimization of the website
- Off-page work and links building (Article submission, blog posting, guest posting, QA submission)
- Work on SEO tools like SemRush, Ahref, Google Analytics, Google Webmaster, Ubersuggest, Semalt, etc.
- Monitored ongoing marketing campaigns
- Run a paid campaign on Google ads
- Run lead generation and engagement campaigns on Facebook.

Other Experience

- Feb 2019 - May 2019 Aanaxagorasr Software Pvt. Ltd, Digital Marketing Executive
- Jun 2017 - Jan 2019 Webwheel Technologies, Digital Marketing Executive