

## **KAPIL DEV YADAV**

+91-9686540107

kapilyadav26@gmail.com



### **PROFESSIONAL SUMMARY**

Digital Marketing Professional with 3.8 years' experience in Digital Marketing. Google Adwords and Google Analytics certified with skills including PPC/SEM ,lead generation,analytics,SEO,social media, landing page optimization and creative work.

### **WORK EXPERIENCE**

#### **Digital Marketing Analyst November 2018- Present**

##### **Lampost Media Pvt Ltd, Bangalore**

- Leading a team of 8 junior's marketers; I am responsible for all digital marketing campaign to ensure a consistent flow of high converting traffic to website.
- Collaborating with the design and development teams for on and off-site conversion.
- Performed test on landing pages and delivered strategies to maintain conversion rates and ensured optimal high quality ad-score
- Created and optimized Paid Marketing campaigns in Google Adwords and Facebook to increase brand awareness with high quality conversions
- Review of traffic reports using Google analytics
- Making strategies for off-page optimization.
- Get more website traffic and leads using SEO, SEM, SMO, Content optimization, Social Media Marketing, and Email Marketing.
- Working in CRM to maintain the list of generated leads.

#### **Digital Marketing Executive March 2018- September2018**

##### **Kevnit Digital Solutions Pvt Ltd, Bangalore**

- Develop and manage all digital marketing campaigns
- Search Engine Marketing (SEM) Campaign using Google Ad Words to get traffic & leads
- Facebook Campaign to increase Likes, traffic
- Optimizing Social Channels to build awareness & branding.
- On- Page & Off Page Optimization
- Keyword analysis & Competitor analysis includes Analysis of top keywords, backlinks.
- Optimizing website structure, Meta tags, Content & Images to Search Engines.

#### **SEO Analyst July 2017- December 2017**

##### **Masira Digital Marketing Pvt Ltd, Bangalore**

- Organic Search Engine Optimization and Research.
- Search Engine Marketing (PPC) and Site Integration.
- On page optimization with keyword research, Meta tags, title tags and internal page linking.

## SEO Analyst July2013 – July2015

### Skydream Consulting Pvt Ltd, Bangalore

- Evaluation of website.
- Keyword Analysis
- Website Optimization

### EDUCATION

- Master of Business Administration in Marketing from Alliance School of Business, Bangalore, 2017
- Bachelor of Engineering in Electronics and Communication from M.S Engineering College, Bangalore, 2013

### SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Social Media Optimization
- Digital Marketing
- E-mail Marketing
- MS Office
- Google Analytics
- Google Ad words
- Google Webmasters
- Facebook Marketing
- LinkedIn Marketing

### CERTIFICATIONS

- Digital Marketing
- Google

### LANGUAGES

- Hindi
- English

### INTERESTS

- Listening Music
- Playing Cricket

### PERSONAL DETAILS

Sector -4/D, QR No- 5039, Bokaro Steel City, Jharkhand, Pin-827004