

Digital Marketing Manager

(Expert in Lead Generation & Programmatic Ads Specialist)
(Chat GPT Prompt Engineering Specialist)



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Visa Status: Sponsored Visa
Languages: English, Hindi & Telugu.

Objective:

Seeking a challenging and rewarding position in a progressive organization with an environment where I can integrate my SEO, SEM, SMO, SMM, Analytics, CRO, EDM, ORM, RTB, **Chat GPT & WordPress**.

Experience:

- **Design Desk Interiors LLC** - Digital Marketing Manager & WP Developer(1/7/2021 to till date)
- **DESCO Printing LLC** - Digital Marketing Manager (5/6/2016 to 30/6/2021)
- **Media Lab Publishers LLC** - **Web Master & SEO Specialist**(18/5/2014 to 15/5/2016)

Qualification:

- M.Tech (Comp) with 70% – 2014, Sunrise University, RJ, India.
- B.Tech(Instru) with 62% – 2007, Nagpur University, MH, India

Professional Skills:

- Search Engine Optimization
- Social Media Optimization
- Google Ads Specialist
- **Chat GPT Prompt Engineering** Specialist
- Email Marketing Specialist
- Audience Research Specialist
- Programmatic Advertising Specialist
- Local SEO(GMB) Specialist
- Web Developer/Administrator
- Canva Graphic Design Specialist
- SMM Tools(HootSuite/Buffer) Specialist
- Lead Generation Specialist
- CMS(WordPress) & Woo Commerce Specialist
- Facebook Ads Specialist

Social Media Marketing Specialist:

- Facebook
- Twitter
- Instagram
- Quora
- LinkedIn
- Reddit
- Pinterest
- WhatsApp Marketing
- YouTube Marketing

Design Skills: Canva / Crello / MS Word / MS PowerPoint / Photoshop

Digital Marketing Tools:

- GA4 & Google Search Console
- SEMrush, Ahref, Ubersuggest
- Yahoo/Bing Webmaster & PPC Tools
- Amazon FBA
- Active Campaign and Mail Chimp
- Hoot Suite, Buffer
- Google Ads
- Zapier Automation Tool

Technical Skills:

- Operating Systems : Windows Family
- Web Technologies : HTML5, CSS3, XML, MySQL, SQL Server
- Scripting Languages : PHP, JavaScript
- Web Design Framework : Bootstrap 5
- CMS Tools(Open Source) : Word Press
- Editors : Notepad++, Dreamweaver & Visual Studio IDE

Professional Summary:

- Total **9+** Years of IT experience(Full Stack Digital Marketer & WP Developer) in Dubai(**UAE**)
- Expert in Digital Marketing (**SEO, SMO, SMM, SEM, CRO, ORM & RTB**) analysis.
- Expert in On page Optimization & Off page Optimization
- Expert in **Ethical/White-Hat Techniques.**
- Perform Competitor SEO Research & Manage large keyword lists.
- Expert in Online **Lead Generation** & Real-time Bidding (**RTB**)
- Good knowledge on ORM(Search Engine Reputation Management (**SERM**))
- Good knowledge on creating **Sitemap, robots.txt & ror.xml (Resource of Resources)** file.
- Expert in Configuring **Google Search Console**
- Monitoring the Website Traffic with **Google Analytics.**
- Expert in **Link Building & PDF, PPT and MS word file Optimization.**
- Expert in **Remarketing Campaigns(GDN) & Adroll**
- Expert in **Social Media Marketing, Optimization & Social Media CRM Tools**
- Expert in Generate low-cost, **High-Quality Leads**
- Expert in Amazon FBA(**ATES**), PPC & **Account Management Specialist**
- Expert in Digital Marketing Funnel Creation Specialist
- Expert in Google Business Profile(GMB(Google My Business)) Account Management Specialist
- Expert in Affiliate Marketing Specialist(Digital & Physical Products)
- Expert in **Cloudways/Siteground/Justhost/DigitalOcean/Hostinger/Bluehost**
- Good Idea in **AWS(EC2/VPC/S3/EBS/Lightsail/SES/Marketplace)**
- Good Idea in **GCP(Marketplace/Cloud Storage)**
- Expert in Chat **GPT Prompt Engineering**(Text/Image/Video)
- Expert in Programmatic Advertising Specialist
- Expert in **Ad Management System**(Campaign Manager 360(**CM360**))
- Expert in **Display & Video 360(DV 360)** Ads.
- Responsible for legacy Data Loading Processes by **WHM, FTP and Cpanel.**
- Work Closely with the other Team Members to Meet Client Goals.
- Provide Technical Support & 24x7 Online Monitoring

Word Press (Content Management System (CMS))

- Expert knowledge on Word Press **6.3V** Installation, Configuration and Mysql Database
- Expert knowledge on Handling Dashboard & Admin
- Expert knowledge on Posts vs. Pages & Creating Pages & Categories
- Expert on **Creating WordPress Themes**, Premium Themes & Plug-in Integrating
- Expert on Editing the CSS File & Premium Themes
- Expert on Creating Mega Menu, Managing Comments, Creating Users, Custom permalinks
- Expert on Changing the Settings & Media Library
- Expert on Data Import and Export & **PWA**
- Expert on Change the wp-config file & Woo Commerce Setup
- Expert on **ACF/CPT & Schema Markup Setup**
- Expert on SEO Setup(Yoast & Rank Math) & **WordPress Security & Performance**
- Expert on Elementor Page Builder.