

## RESUME

**DIVYA NARAYAN SINGH**

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**Colony, RAE BARELI.**

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### **Career Objective**

Multi-tasking Digital Marketing Executive 5.5 years of experience in the Digital Marketing industry. Looking to provide the best possible professional support to the company. And also enhance my professional and personal skills of digital marketing, so as to be an asset in achieving goals for the organization.

### **Qualification**

**2015 M.SC ( I. T. )** from Baba Saheb Bhim Rao Ambedkar University, LUCKNOW and secured an aggregate 75% .

**2013 B.SC (PHY, MATHS).** Feroz Gandhi College, RAEBARELI and secured an aggregate of 55%.

**2009 12th** from UP Board and secured an aggregate of 64%.

**2007 10th** from UP Board and secured an aggregate of 70%.

### **Experiences -**

**Organization:** FirstWire Apps

**Designation:** Sr. Digital Marketing Executive

**Duration:** January 2024 - Present

### **ROLES AND RESPONSIBILITIES**

- On-Page, Off-Page & Technical SEO
- Google Search Console Error Solving

**Organization:** Singsys Software Pte Ltd  
**Designation:** Digital Marketing Executive  
**Duration:** March 2023 - August 2023

### **ROLES AND RESPONSIBILITIES**

- Team Handling
- On-Page, Off-Page & Technical SEO
- Social Media Optimization
- Created various type of event in Google Tag Manager for GA4
- Created Funnel Exploration Report & Purchase events in GA4
- Google Search Console Error Solving

### **Experiences -**

**Organization:** BDeveloper  
**Designation:** Sr. SEO Executive  
**Duration:** May 2016 to March 2023

### **ROLES AND RESPONSIBILITIES**

#### **On-Page Optimization:**

- Meta Tags Optimization
- Page Headings
- Page Content Optimization
- Image Optimization
- Hyperlink Optimization
- New Service Page Creation
- XML Sitemap Creation & Submission
- Robots File Creation/Optimization
- Schema and Breadcrumb

#### **Off Page Optimization:**

- Google Stack Network
- Directory Submissions
- Blog Creation & Posting
- Social Bookmarking
- Business Profile Listing
- Video Submission
- Press Release Promotion
- Article Promotion
- Blog Commenting
- Classified Submissions
- Local Marketing

- Image Sharing
- Document Sharing
- RSS Feed Submissions
- Product Reviews.

## Key Skills

- **On-Page SEO.** (Meta Tags Implementation, Page Speed Analysis, Google codes, Schema and OG Tags, Alt tags and broken links analysis, Link Building within the website, Keyword Research, Manual Robots.Txt, Sitemap Creation, Google My Business Profile Creation, Breadcrumbs and redirection of custom pages)
- **Off-Page SEO.**(Social Bookmarking, Link building with guest posting and quora answering, PDF Creation and submission, Managing and Posting Blog Profiles, Article and PR Submission, Infographics Submission)
- **Social Media Optimization.**(Content Creation, Use of hashtags, Posting frequency on all the platforms )
- Familiar with **Paid SEO Tools** (Ahref, Moz, Semrush).
- Familiar with **Email Marketing** programs using **Click funnel.**
- Familiar with **Google Adwords and Social Media Marketing.**
- Website Page Speed Optimization.
- Basics of **Microsoft Excel, Word and PowerPoint.**

## Tracking Tool Activities

### □ 1) Google Analytics Tools

- Creating Profile of website on GA4
- Creating various type of event through Google Tag Manager in GA4
- Analyzing the website traffic through Organic, direct, referral etc.

### □ 2) Google Webmaster Tools

- Add Website to Google webmaster
- Tracking the website health via webmaster
  - Removing the errors of website and all other required work for website

## **Software Skills**

- Google Adwords and Social Media Marketing (SMM) Course from Rankup Technologies
- Language : Basic Computer, HTML,CSS
- Application Software : MS Office (Word, PowerPoint, Excel)

## **Projects**

Major Project on “**TOUR &TRAVEL**”.

## **Personal Information**

- Date of Birth : 17-Oct-1992
- Gender : Female
- Father name : Mr. Satya Prakash Narayan
- Mother tongue : Hindi
- Nationality : Indian
- Marital Status : Single
- Languages : English, Hindi

## **LEISURE INTERESTS**

- Indoor and Outdoor Gaming.
- Listening songs.
- Internet Surfing.

## **DECLARATION**

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.

PLACE: LUCKNOW

