

## JAGDISH SINGH

International City, Dubai, UAE

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### Objective:

To grow, both professionally & as individual in a dynamic organization that would give me an opportunity to learn something new & maximum job satisfaction.

### Professional Experience

- Currently working in **CMS Broker** as **Digital Marketing Manager**.
- Working in **Deol Transport** as **Online Marketing Executive (SEO, SMO and PPC)** from November 2015 to till date.
- Working in **lovely professional university** as **Project Officer (SEO, Online Marketing Manager)** (InfoTech Department) from March 2014 to October 2015.
- Working in **Inetweaver** as **Sr. SEO Analyst (Team lead)** from August 2013 to February 2014.
- Working in **Intellisense Technology** as **Sr. SEO Analyst (Team lead)** May 2011 to July 2013.
- Working with **Google AdSense** from 2009 to till date.
- Running a **NGO (HANS)** as a **North head**. (Work for Punjab Police)
- Worked in **Next Retail** Showroom in **IT department** from July,2008 to May, 2010.

### Qualification Set :

- **B.A** (G.N.D.U) from Lyallpur Khalsa College, Jalandhar City.
- I.T Primer-1 From Pushpa Gujral Science City Kapurthala
- **A+** (Computer Hardware Course) from NIIT Jalandhar
- **CCNA** (Cisco Certified Network Administrator) from Jetking Chandigarh
- **SEO Training** from Wensil I Technologies Chandigarh
- **Web Designing** from Mehr Chand Polytechnic College, Jalandhar

### Marketing and Management Skills:

- Organisation and time management skills
- Managing Team and working in tight schedule
- Manage clients chat/phone calls and meeting with than for product lead generate
- Provide best solution to clients in technical or in non-technical ways
- Market cycle planning
- Print Media and Online Media planning

- Budget control, tracking and analysis
- Data collection/database establishment
- Market research to identify market needs and brand strength/weakness
- Extensive communication between markets/departments/external agencies
- Event concept planning
- Event organisation
- Promotion handling and implementation
- Post event/promotion analysis
- Product distribution organisation
- Organising and conducting training

### Current Profile:

- Currently Working as **Digital Marketing Manager** in **CMS Broker**. Which includes SEO (Search Engine Optimization), PPC (Pay Per Click) and SMO (Social Media Optimization)
- **Search Engine Optimization:** (OnPage and Offpage) All type of Meta Tags Optimization, Back links Creating, Indexing the website in Search Engines, Finding broken links, Metatag analyzing, Keywords research
- **Social Media Marketing:** Building communities, Promoting content in many social networking websites, Bookmarking sites etc, and drive traffic from them. i.e. on Facebook, Twitter, LinkedIn, Blogger etc
- **Pay Per Click:** Diverting traffic, Google adwords campaign and Facebook Advertising, and also work with pay per call.

### Current SEO, PPC Projects:

- **PPC and Site Development:** [www.dubaitransport.ae](http://www.dubaitransport.ae)
- **Development:** [www.cmsbroker.com](http://www.cmsbroker.com)
- **SEO** [www.wheelbasealloys.com](http://www.wheelbasealloys.com)

### Current SMO Projects:

- **Facebook Page:** [facebook.com/LPUUniversity](https://facebook.com/LPUUniversity)
- **Twitter Page:** [twitter.com/lpuuniversity](https://twitter.com/lpuuniversity)
- **Blog Page:** [blog.lpu.in](http://blog.lpu.in)
- **Blog Page:** [www.linkedin.com/in/lovelyprofessionaluniversity](http://www.linkedin.com/in/lovelyprofessionaluniversity)

### Current WordPress sites. Logo and server management Projects:

- [www.dubaitransport.ae](http://www.dubaitransport.ae)
- [www.associatedcarwash.com](http://www.associatedcarwash.com)
- [www.yify-putlocker.com](http://www.yify-putlocker.com)
- [www.jagdishsarai.com](http://www.jagdishsarai.com)
- [www.bombaybliss.com.au](http://www.bombaybliss.com.au)

### **SEO Skills:**

- **SEO Tools** - Xenu sitemap, Robo - Form, Google Adwords, Facebook Advertising, Google Analytics, Webmaster tool, Word Tracker, Website Grader, Visible.net, etc
- **On - Page Knowledge** - knowledge of Alt Tags, Title Tags, Anchor text, Meta description, Meta Keywords, keyword Research, Image Optimization, Content optimization, Sitemap (HTML & XML), etc.
- **Off - Page knowledge**- Social Bookmarking submission, Directory submission, Blog Submission, Blog Posting, Guest Post, profile link, Article Submission, Comment posting, Article formatting, Forum posting, 2-way link exchange, 3-way link exchange, etc.
- **Social Networking** - Facebook, Twitter, LinkedIn, Blog and MySpace etc.
- **Cost Per click:** Diverting traffic, Google adwords campaign and Facebook Advertising
- **SEO Software** - Internet Business Promoter, SEO Power Suite, Senuke (Working knowledge).

### **CMS Skills:**

- Wordpress (Installation, Plugins, Management)
- Joomla (Management)
- Magento (Management)

### **WHM/C-panel and server Skills:**

- cPanel Management
- WHM Management
- Transfer cPanel Server to Server
- Data Transfer Server to Server
- Backup Management

### **Software Installation and Support:**

Installation and configuration of various Operating Systems (Win 95/98, Win XP, Vista, windows 8 and window 10), (computer networking) Installation of all types of Software & configure.

### **Other Skill Set:**

Package	: MS-Office
Operating Systems	: Windows 98/XP/Vista/Seven/window8.
Graphics	: Photoshop & MS-Paint.
CMS	: WordPress Installation, Maintenance, Editing, Plugins Installation
Root Site Skills	: Cpanel Configuration, Database Backup, Site Transfer, DNS knowledge

**Fields of Interest:**

- Computer Hardware & Software.
- Cell Phones.
- Electronic Gadgets.

**Strengths:**

- Strong will power, self motivated Bold and creative approach.
- Team spirit with Leadership quality, Positive attitude.
- Accept challenges with confidence & conviction to rise to higher level.

**Constructive diversion:**

- Collecting Movie Files
- Internet Surfing
- Playing Chess

**Personal Information:**

Father Name:	S. Inder pal.
Date of Birth:	19-Jun-1987.
Nationality:	Indian.
Languages Known:	English, Hindi & Punjabi.
Marital Status:	Married.
Permanent Address:	International City, Dubai, UAE.
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**Declaration:**

I hereby declare that the above-mentioned information is Correct up to my knowledge and I bear the responsibility for the Correctness of the above-mentioned particulars

**(Jagdish Singh)**