**Vishal Kumar**

Toronto

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| PROFESSIONAL SUMMARY |
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Result-driven Digital Marketing Specialist with 8 years of experience in Search Engine Optimization and Search Engine Marketing for both Digital Agency and Corporate Industries. Have experience in working for Canadian, American and Indian markets to generate keywords ranking, traffic and lead generation. Certified in Google AdWords and Digital Marketing. Worked with different industries related to Finance, Real Estate, Media & Entertainment, Technology and Telecom.

* Google AdWords Google Analytics Google Search Console
* SEMRUSH Screaming Frog SEO Profiler
* Google Tag Manager Google Optimise Google Ads Editor
* Bright Local Rank Checker WordPress/HTML

| PROFESSIONAL EXPERIENCE |
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***Digital Marketing Freelance (SEM/SEO), Jan 2024 - Present, Toronto, Canada***

* Layth Saraf DMD: Orchestrating digital search campaigns to promote Dental Implants and Invisalign services, effectively generating leads. Generated 76 leads with CPL of $12.14. ROI is 6.83 times the spend on ads.
* Waxhaw Dental Center: Executing digital campaigns to enhance visibility of internal services, driving lead generation through the appointment booking form. Generated 19 leads with CPL of $85.4. ROI is 1.77 times the spend on ads.
* Implemented content for Layth Saraf DMD's website, focusing on Cosmetic Dentistry, Emergency Dentistry, Invisalign, and Routine Exams services.

***SEO Coordinator, Art & Science Digital Media, Dec 2021 - March 2023 Toronto, Canada***

* Worked on Search Engine and Google My Business strategies for different clients related to health, retirement living, ecommerce, and veterinary industries.
* Regular tasks were on Meta Tags optimization, Keywords Research, GMB optimizations, Bright local broken citations, and reporting through Google Data Studio.
* Organic Traffic increased for the client – Retirement Home Service Provider Client after the optimization. As well as the keywords rankings improved for the website.
* Tracking data for all the clients through Google Analytics so as to see the improvement in data after SEO implementations. As well as finding issues and errors related to the websites using Google Search Console.
* Website accessibility based on the UI/UX design for the Retirement Home Service Provider portal. Planned and discussed with the web designers and developers for the internal pages of the website.
* Post Launch SEO & Bright Local optimization for the list of different Veterinary Service Providers.
* YouTube SEO optimization report created and shared with the client for the brand Food Smoking Client.

***Sr. Digital Marketing Executive, Think Tank Digital Media, Nov 2018 – July 2019 Mumbai, India***

* Defined search engine strategies for the projects related to real estate, entertainment & media industry, aviation industry and fast-moving consumer goods (FMCG).
* Generated around 20 leads for Brick Asset (real estate industry) to inquire about the purchase of property in both residential and commercial business through search engine marketing strategies by running campaigns in Google AdWords.
* Generated sales for entry pass tickets for Playboy Mumbai (night club) in India through SEO strategies.
* Reported directly to the Digital Head for all the products and services within the organization.

***Sr. SEO Analyst, Digi Osmosis LLC, Oct 2017 – Aug 2018 Mumbai, India***

* Implemented SEO strategies for the editorial based product (Bollywood Bubble & Sportswallah) to increase traffic and pageviews. The monthly increase of the traffic for the website was more than 1K and pageviews increased 3 times more than the traffic.
* Implemented online reputation management for Indian businessman Ness Wadia to improve his search results in Google. All the positive search results were optimized on the first page of Google.
* Reported to the manager directly for every project and hence to the clients.

***SEO Analyst, Fifth Quarter Infomedia Private Limited, Aug 2016 – Jun 2017 Mumbai, India***

* Handled SEO techniques for Glamsham.com, a Bollywood online portal, increasing its SEO traffic from 1.5M to 2.7 M sessions.
* Handled social media client management for Infiniti Mall, Mumbai Theater Guide, Cricket Attax, My Vision Yoga
* Reported to the CEO directly for every project and hence to the clients.

***SEO Analyst, Dinero Software Private Limited, June 2014 – Nov 2015 Mumbai, India***

* SEO Management – handled all sorts of projects related to ecommerce, B2B, B2C projects.
* App Store Optimization – handled App Store Optimization for Mesh It Up (File Transfer App)
* Ecommerce – worked on Vapors.com, a vape, e-cigarette products selling website based in California.
* B2C – worked on callingcards.com and topup.com, a Californian based project offered calling cards, sim cards and online mobile recharge.
* B2B – worked for SEO on conferncecalls.com offered voice conferencing and video conferencing services to businesses.
* SEM Management – worked for text and display ads for products of ecommerce websites.

***Online Marketing Executive, GMR Web Team, Apr 2013 – March 2014 Patna, India***

* Worked for the Financial Industry which provided payday loans. Popular keywords were online payday loans Orange County, payday loans Irvine, online payday loans Anaheim.
* Agency in-house based projects having keywords related to website development, website design and website maintenance.
* Regular tasks related to On-Page, Off-Page and Reporting SEO.

| CERTIFICATIONS |
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* Social Prachar – Digital Marketing, India - Dec 2015-Jun 2016
* Infosys Campus Connect – Life Development Skills - Jan 2011-Feb 2011
* Google Ads Certification Nov 2021 - Nov 2022

| EDUCATION |
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* MBA from Vancouver Island University, Canada 2019-2021
* B.Eng. in Computer Engineering, Vinayaka Missions University, India 2008-2012

| LANGUAGES |
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* English - proficiency in reading, writing & speaking
* Hindi - proficiency in reading, writing & speaking