

KARAN SINGH

Digital Marketing Executive | SEO , Content & Social Media Growth

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PROFILE SUMMARY

Digital Marketing professional with hands-on experience driving organic growth through SEO, content strategy, and social media management. Grew a client website's organic traffic from 0 to 1,100+ monthly visitors and produced Instagram content reaching 350K+ views. Skilled across on-page/off-page/technical SEO, WordPress development, and Meta & Google Ads, with a track record of independently building and optimizing 4 live websites. Looking to bring a results-driven, self-starter approach to a growth-focused marketing team.

0 → 1.1K Monthly organic traffic growth	350K Views on a single Reel	4 Live WordPress sites built solo
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CORE SKILLS

- SEO & SEM (On-page, Off-page, Technical)
- Content Strategy & Optimization
- WordPress Development
- Meta & Google Ads
- Social Media Management
- Graphic Design (Canva)
- Brand Awareness Campaigns

EDUCATION

Master in Digital Marketing
Delhi Institute of Digital Marketing
2025

Bachelor of Science (B.Sc)
Kumaon University
2022 – 2025

Senior Secondary
2021

Secondary
2018

CERTIFICATIONS

- Advanced Digital Marketing — Delhi Institute of Digital Marketing
- HubSpot Academy
- Online Strikers Certificate

WORK EXPERIENCE

Digital Marketing Trainee- Online Strikers Jan 2025 – Mar 2025

- Executed on-page and off-page SEO strategies that **improved search engine ranking and organic visibility** for client websites
- Managed end-to-end blog publishing workflow, optimizing content for keyword relevance and on-page SEO performance
- Built backlinks across relevant websites to strengthen off-page SEO and grow domain authority
- Collaborated in daily strategy meetings to track campaign progress and ensure alignment with marketing goals

KEY PROJECTS & RESULTS

Kumaon Jewellers — kumaonjewellershaldwani.in
Built and optimized a WordPress site end-to-end with on-page and off-page SEO. **Grew organic traffic from 0 to 1,100+ visits/month** over the engagement period.

Shree Mahalaxmi Jewellers — shreemahalaxmijewellers.com
Developed and optimized a WordPress site with a focus on on-page SEO foundations to support organic discovery.

Recipe Room — recepeeroom.in
Built and launched a WordPress recipe content site, implementing on-page SEO structure from the ground up.

Personal Portfolio — karansingh.guru
Designed and built a personal portfolio site to showcase digital marketing services and case studies.

Social Media Growth — Instagram, Facebook, YouTube
Planned and executed content strategy for client accounts (Shree Mahalaxmi Jewellers, Radhika Jewellers Haldwani). **Produced two Reels exceeding 100K views, with one reaching 350K views**, driving measurable engagement and profile growth.

SEO TOOLS & ANALYTICS

- Google Search Console
- Google Analytics
- Google Keyword Planner, Ubersuggest, Semrush
- Screaming Frog, Ahrefs

TECHNICAL SEO SKILLS

- On-Page SEO**
- Keyword research & optimization
 - Meta tag & header tag structuring
 - Content optimization & internal linking
- Off-Page SEO**
- Link building & backlink analysis
 - DA/PA evaluation, social bookmarking
 - Competitor backlink analysis

- Technical SEO**
- Crawlability & indexability checks
 - XML sitemap & robots.txt optimization
 - Page speed & mobile-friendliness
- Social Media Marketing**
- Page/Group setup, organic & paid campaigns
 - Strategy, advertising & community management
 - Analytics, insights & campaign planning