

## **AVINASH KUMAR JHA**

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### **Career Synopsis**

*To procure a job to use the practicality of the knowledge I have gained with a competitive environment that offers me the opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of self as well as the organization where I get such a chance.*

- ✓ *Doing Organic & Paid Promotion on Social Media Sites(Facebook, Instagram, Pinterest, Twitter, LinkedIn, Reddit, Tumblr, Quora etc.), WhatsApp & Classified websites.*
- ✓ *Making Product features video and sharing on Facebook, Instagram, YouTube, Daily Motion, Vimeo and other video sharing platforms.*
- ✓ *Advertising products on different groups on Facebook, LinkedIn, WhatsApp etc..*
- ✓ *Sharing products information & articles on LinkedIn, Medium, Facebook, WhatsApp groups and other sites.*
- ✓ *Using Google Analytics, Google Search Console, Semrush, Moz for checking Bounce Rate, User Engagement, User Entry/Exit Page, Internal/External Links, New/Returning Users, Website Performance, Keyword Research, Competitive Research, Content Marketing, Marketing Insights, Domain Overview & any other website issues.*
- ✓ *Managing websites, communicating with clients, and completing online marketing requirements.*
- ✓ *Adding upcoming products, events on the website.*
- ✓ *Knowledge of adding products on Ecommerce Platforms like Flip kart, Amazon, Shop clues, Paytm etc.*
- ✓ *Working on paid advertisement such as Facebook Ad's, Instagram Ad's, Google Ad's (PPC), Google My Business Ad's, LinkedIn Ads etc.*
- ✓ *Adding products to Google Merchant Centre, Facebook Shop Pages, and creating shopping ads on Google, Facebook, and Instagram.*
- ✓ *Making a podcast and distributing it on several sites for podcast distribution.*
- ✓ *Using SEO techniques (On-Page SEO, Off-Page SEO, Technical SEO) for better rankings and improvements of website on search engine result pages (SERPs).*

### **Certifications Achieved**

1. *Social Media Certified*
2. *Content Marketing Certified*
3. *Inbound Marketing Certified*
4. *Email Marketing Certified*
5. *Google Ads Display Certified*
6. *Google Ads Search Certified*
7. *Implement Adobe Analytics The Ultimate Student Guide*
8. *Adobe Analytics Master Analysis Workspace For Beginner*

## Courses Completed

1. *Instagram Marketing Strategy Course*
2. *YouTube Marketing Course*
3. *SEO Training Course*
4. *Website Optimization Course*
5. *Optimizing A Website for Mobile*
6. *How to Build an Advanced Twitter Strategy?*
7. *Inbound Marketing Course*
8. *How to Create A Successful Video Marketing Strategy?*
9. *Link Building for SEO*

## Digital Marketing Skills

- ✓ **Social Media Marketing:** Working on various social platform's, classified websites & business listing websites like Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube, Reddit, Tumblr, Quora, Classifiedsforfree.com, Clickindia.com, Quickfind, Digg, Medium, Google Blogger etc.
- ✓ **On-Page SEO:** Working on Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Competitor Analysis, Image Optimization, Content Optimization, and Hyperlink Optimization etc.
- ✓ **Off-Page SEO:** Working on Social Bookmarking Submission, Classified Submissions, Slide Share, Video Submission, Link Building, Blogging, SMS Marketing, Guest Blogging, Blog Commenting, Email Marketing using company platform, WhatsApp Marketing etc.
- ✓ **Google Ads:** Working on Search Ads, Display Ads, Call Ads, Video Ads, Performance Max Campaigns, Shopping Ads for generating leads, selling products, website traffics etc...

## Work Experience

**Company:** Aimlay Pvt Ltd  
**Designation:** Senior Assistant Digital Marketing Manager  
**Presently Working from June 2024**

*Working on Meta, Google ads for lead generation of various courses such as PhD, Law, Honorary Doctorate Degree, Thesis Writing and Research Publication, Biography, and many more.*

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**Company:** Ayasya Digital Private Limited  
**Designation:** Digital Marketing Analyst  
**Aug 2018 to to May 2024**

**Project Titles:** Vishwas Healing Centre, Nutsgram, The Dwars, Ayasya Digital Private Limited

*Individually handling a small team of 4 members and projects of four companies simultaneously (i.e., Vishwas Healing Centre, Nutsgram, The Dwars, Ayasya Digital Private Limited). For these clients working on SEO(on-page, off-page, technical), SMO, SEM, Google Ads, Blogs, Social bookmarking, Guest posting, Business listing, Organic & Paid Advertisements etc.*

**Project Title:** The Adviso

*Worked on Website SEO (Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Competitor Analysis, Image Optimization, Content Optimization etc..), SMO, PPC, Blogs, Classified*

Websites, Business Listing etc.

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**Company: Lifeline Insurance & Financial Expert Insurance Agency and Mission Navdrishti Times Newspaper**  
**Designation: Digital Marketing Specialist**  
**Nov 2017 to July 2018 (9 Months)**

For above worked on SEO, SMO, SEM, PPC, Blogs, Social bookmarking etc.

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**Company: The Team Institute (General Competitive Institute)**  
**Designation: Digital Marketing Specialist**  
**Feb 2017 to Oct 2017 (8 Months)**

Worked on WordPress & created website and worked on SEO, SMO, SEM, PPC, Blogs, Social bookmarking etc.

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**Company: National Collateral Management Services Ltd. (NCML)**  
**Designation: Digital Marketing Specialist**  
**June 2016 to Jan 2017 (8 Months)**

Coordinated with team in strategizing the social media campaigns and executing the different digital marketing advertisements. Responsible for several functions, handling the client queries and maintaining relations between the clients and the company.

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**Company: Systy Info Pvt. Ltd.**  
**Designation: Digital Marketing Executive**  
**July 2015 to May 2016 (11 Months)**

Worked on WordPress, SEO, SMO, SEM, PPC, Blogs, Social bookmarking etc.

### Technical Skills and Core Competency

<b>Web Development</b>	HTML5, CSS, JavaScript, PHP, WordPress
<b>Tools</b>	Google Keyword Planner, Google Analytics (Universal & GA4), Adobe Analytics, Hootsuite, Facebook Insights, Instagram Insights, LinkedIn Insights, SEMrush, Google Trends, Page Speed Insights, Google Search Console, Moz, Zoho etc..
<b>WCM/ECM Tools</b>	WordPress
<b>Database</b>	Oracle, MySQL
<b>Concepts and Packages</b>	OS, MS Office, MS Power Point etc.
<b>Basic Knowledge</b>	Testing, SDLC, Selenium Testing, Adobe Analytics

### Academic Qualification

Degree	Discipline	Institute/University/Board	Year of Passing	%
MCA	Computer Science	Goa University	2012-2015	56.30
BCA	Computer Science	Magadh University	2009-2012	68.93
XII <sup>th</sup> (CBSE)	Non-Medical (PCM)	Woodbine Modern School, Darbhanga	2009	55.20
X <sup>th</sup> (CBSE)	General	Woodbine Modern School, Darbhanga	2007	63.6

### Extra-Curricular and Achievements

- ✓ *Goa University Hostel General Secretary*
- ✓ *Participated in Plateaunica (College Annual Fest)*
- ✓ *Won 2<sup>ND</sup> Prize in a Skit.*
- ✓ *Participated in Play on event.*
- ✓ *Participated in College Cricket Tournament*

***Avinash Kumar Jha***