

NEERAJ KUMAR

DIGITAL MARKETING EXECUTIVE

SEO | Google Ads | Meta Ads | Social Media Marketing

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PROFESSIONAL SUMMARY

Digital Marketing professional with a 4-Month Certification Program in Digital Marketing with AI from CIIM, Chandigarh, along with practical exposure to SEO, WordPress, Google Ads, Meta Ads, Social Media Marketing and Digital Analytics.

Bringing 8+ years of professional experience across telemarketing, sales and customer service, with strong communication, client handling, lead generation, follow-up and conversion skills. Hands-on knowledge of Keyword Research, On-Page SEO, Technical SEO, Off-Page SEO, Local SEO, Content Optimization, Google Search Console, GA4, Google Tag Manager and Meta Pixel.

Seeking a Digital Marketing Executive opportunity to apply my digital marketing knowledge, gain practical expertise and contribute to business growth.

DIGITAL MARKETING SKILLS

- Search Engine Optimization (SEO)
- Keyword Research & Search Intent
- On-Page, Technical & Off-Page SEO
- Local SEO
- Link Building & Backlinks
- Content Optimization
- Google Search Console
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Ads
- Meta Ads
- Social Media Marketing
- Content Marketing
- WordPress
- Rank Math SEO
- Meta Pixel
- Canva
- AI Tools for Digital Marketing
- Competitor Analysis
- Basic Analytics & Reporting

PRACTICAL DIGITAL MARKETING EXPERIENCE

Personal Digital Marketing Website & SEO Project

digitalneerajkumar.in | 2026

- Created and managed a WordPress-based digital marketing website.
- Performed keyword research and worked with informational and transactional search intent.
- Implemented On-Page SEO using Rank Math SEO.
- Optimized page titles, meta descriptions, headings, content and internal linking.
- Created SEO-focused blog content.
- Practiced Technical SEO fundamentals and website optimization.
- Built backlinks through relevant profile and business platforms.
- Worked with Google Search Console to understand website search performance.
- Practiced Local SEO fundamentals, including local keyword targeting, Google Business Profile concepts, local citations and NAP consistency.
- Practiced GA4, Google Tag Manager and Meta Pixel fundamentals.
- Practiced Google Ads and Meta Ads campaign concepts.
- Created social media creatives using Canva.

TELEMARKETING & SALES EXPERIENCE

JUSTDIAL

Telemarketing Executive | Present

- Handled business clients and understood their requirements.
- Generated and followed up with leads.
- Explained products/services and handled customer objections.
- Maintained client relationships and worked toward conversions.

CLUB MAHINDRA

Telemarketing Executive

- Handled customer enquiries and prospective customers.
- Generated and followed up with leads.
- Explained membership offerings and assisted customers through the sales process.
- Developed strong communication and negotiation skills.

CUSTOMER SERVICE EXPERIENCE

TELEPERFORMANCE

Customer Service Associate

- Handled customer queries and provided appropriate solutions.
- Maintained professional communication and service quality.
- Followed company processes and customer service standards.

FRONTIZO BUSINESS SERVICES

Customer Service Associate – Amazon Process

- Handled customer queries and resolved service-related issues.
- Provided accurate information and effective solutions.
- Maintained customer satisfaction and professional communication.

CONNEXT BUSINESS SOLUTIONS

Customer Service Associate – Tata Sky Process

- Handled customer service interactions and resolved customer concerns.
- Assisted customers with service-related queries.
- Maintained service quality and followed standard operating procedures.

CERTIFICATION

4-Month Certification Program in Digital Marketing with AI

From CIIM, Chandigarh | 2026

Key Areas Covered: SEO • Keyword Research • On-Page, Technical & Off-Page SEO • Local SEO • Google Ads & Meta Ads • Social Media Marketing • WordPress • GA4 & GTM • Meta Pixel & Conversion Tracking • Content Marketing • AI Tools for Digital Marketing • Basic Analytics & Reporting

TOOLS

SEO: Rank Math SEO, Google Search Console

Analytics & Tracking: GA4, Google Tag Manager, Meta Pixel

Advertising: Google Ads, Meta Ads

Website: WordPress

Design: Canva

AI: AI Tools for Digital Marketing

EDUCATION

12th Pass

KEY STRENGTHS

Strong Communication • Client & Customer Handling • Lead Generation & Follow-up • Sales & Conversion Understanding • Quick Learner • Problem Solving • Target Oriented • Teamwork • Willingness to Learn & Grow