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# KISAN KUMAR RANASINGH



## OBJECTIVE

Experienced digital marketer with exceptional analytical, organizational, and decision-making skills. Proven expertise in data, business, web, and social media analytics, KPI tracking, and campaign optimization. Successfully implemented strategic digital marketing and analytics techniques to increase traffic, optimize conversion rates, and improve brand recognition. Skilled in increasing user engagement, conversion, and business visibility through effective Social Media Marketing, Digital Marketing & SEO



## EDUCATION

**Part-Time Ph.D. (DIGITAL MARKETING) | NIRWAN UNIVERSITY, JAIPUR**

07/2021 – PRESENT

**EDP (STRATEGIC DIGITAL MARKETING & ANALYTICS) | IIM, ROHTAK**

09/2021 – 02/2022

**MBA (DATA ANALYTICS) | CUTM, BHUBANESWAR**

09/2019 – 07/2021

CGPA: 7.86

**B. TECH (CSE) | BPUT, ODISHA**

08/2014 – 06/2018

CGPA: 7.46



## EXPERIENCE

**Digital Marketing & Analytics Manager, Mindfire Solutions**

**Bhubaneswar, India | Nov 2022 – March 2023**

- In charge of tracking KPIs, creating the performance reports for marketing campaigns, and making strategies to increase leads, conversions rate, and user visits.
- Migrated to GA4, Implemented custom events, and created custom reports using Looker Studio with data from Google Analytics, Search Console, and 3rd party APIs for creating weekly, monthly & quarterly performance reports for the website and social media channels.
- Used Clarity to analyze heatmaps and user behavior, effective CRO strategies and optimized contents were implemented, resulting in improved user engagement and a reduction in bounce rates.
- Successfully implemented SEO strategies resulting in a 3x increase in user visits.
- Leads a digital marketing team of content marketers and SEO analysts, and collaborates with digital agencies for Google Ads & Social Media Marketing Campaigns and cross-functional teams, including the product team, to ensure consistency across channels.
- Provides guidance, training, and feedback for high-quality work and continuous improvement with reporting to the VP of Marketing.

## Web Analytics Manager, Turing Enterprises Inc

Palo Alto, CA, USA (Remote) | June 2022 – Oct 2022

- Developed and maintained reporting dashboards and delivered regular performance reports to stakeholders at all levels of the organization, including reports on search engine rankings, backlinks, and social media metrics, campaign performance.
- Led GA4 migration & managed web analytics tools (Google Analytics, Heap, Hotjar), SEO tools (SEMrush, Ahrefs, Moz) & social media analytics tools (Buffer, Sprout Social), and utilized BI tools (Tableau, Looker) for reporting and insights.
- Collaborated with cross-functional teams to analyze web and social media metrics and made data-driven recommendations for improving website performance, search engine visibility, and social media engagement.
- Used Clarity and Hotjar to analyze website user behavior, strategies for enhancing website design, content, and functionality were implemented, resulting in increased user engagement and decreased bounce rates.
- Analyzed and improved marketing and social media strategies, and implemented content strategies for social media and YouTube, resulting in increased user engagement and website visits.
- Trained & mentored web analysts, SEO analysts & social media specialists on analytics tools & reporting best practices, reporting to the Head of Digital Marketing.

## Assistant Manager – Analytics & Marketing, CarDekho (Girnar Soft Pvt Ltd)

Gurugram, Haryana | May 2021 – June 2022

- Managed social media analytics tools and optimized campaigns for seven brands across India, Malaysia, and the Philippines of the CarDekho Group
- Reported on campaign performance and analyzed user acquisition using Data Studio, Tableau, and Excel to prepare performance reports and dashboards.
- Provided insights and recommendations to the Head of Digital Marketing based on the analysis of data and performance metrics.
- Implemented successful social media content strategies, optimizing timing, type, and content of posts to increase engagement and gain followers.
- Analyzed audience data, including demographics and interests, and conducted sentiment analysis and competitor analyses to develop results-driven strategies and roadmaps based on quarterly requirements.
- Used social media analytics tools such as Buffer and Sprout Social, Creator Studio, and Facebook Business Manager to share relevant information and provide actionable recommendations for the growth and maintenance of followers on Facebook, Instagram, LinkedIn, and Twitter
- Utilized Adobe Analytics & Google Analytics to track and analyze user data from various social media channels, providing valuable insights and actionable data for crafting effective marketing strategies and analytics reports.
- Collaborated with cross-functional teams to interpret Adobe Analytics & Google Analytics data and derive meaningful conclusions that influenced the development of future marketing initiatives and user engagement tactics.
- Analyzed offline marketing performance, such as radio campaigns, and reported on ROI to management.
- Successfully increased user engagement, audience, and website visits by implementing different campaign strategies.

## Associate Business Analyst, Merkle Sokrati

Pune, Maharashtra | Nov 2020 – May 2021

- Utilized a variety of digital marketing & analytics tools, including Google Data Studio, Google Analytics, Google Play Console, App Radar, Ahrefs, SEMrush, Google AdWords,

and Google Search Console and BI tools like Power BI & Advanced Excel to develop and maintain reporting dashboards and deliver regular, weekly, monthly, and quarterly performance reports to stakeholders at all levels of the organization

- Implemented successful ASO strategies through sentimental analysis and A/B testing to increase user acquisition and engagement for client apps
- Developed and executed SEO and ASO strategies to drive organic traffic, app downloads, and user engagement
- Optimized YouTube videos for SEO, conducting keyword research and metadata optimization to improve search engine rankings
- Stayed up-to-date with industry trends and developments in SEO, ASO, and YouTube SEO and shared insights with the team to inform decision-making
- Conducted keyword research, competitor analysis, and site audits to identify opportunities for improving search engine rankings and developed detailed roadmaps of action items and project goals for content planning and strategy
- Recommended website architecture, content, and link changes to improve SEO positions for target keywords and incorporated XML sitemaps, robots.txt files, and 301 redirects to facilitate search engine spidering, crawling, and indexing
- Worked with clients in various industries, including EdTech, Lifestyle, and Agri Tech, to determine project intent, processes, business intelligence, strategies, and requirements.

### **Business Data Analyst - Intern, Centurion University**

**Bhubaneswar, Odisha | May 2020 – Nov 2020**

- Analyzed web metrics using Google Analytics & reported insights by creating dashboards using Data Studio and Excel.
- Analyzed demographic data and conducted competitor analysis and market trend research to provide campaign suggestions to digital marketing agencies.
- Analyzed survey data on student admission to determine effective marketing channels by evaluating ROI and reported findings using Tableau and Excel.
- Tracked, reported, and used web analytics tools to improve user experience & drive strategy.

### **Data Analyst – Web Analytics, Sandcube Analytics Pvt. Ltd.**

**Bangalore, Karnataka | June 2018 – Sept 2019**

- Conducted in-depth analysis of web traffic, user behaviour, and performance metrics using Google Analytics
- Developed and implemented strategies based on data-driven insights to improve website traffic, user engagement, and conversion rates.
- Utilized data analysis tools to extract, manipulate, and analysed datasets.
- Collaborated with cross-functional teams to identify business objectives and provide data-driven recommendations for website improvements.
- Created and presented reports and dashboards to stakeholders, including executives.
- Stayed updated with industry trends and best practices in web analytics and data visualization.

### **Founder, MYPURI Digital**

**Bhubaneswar, Odisha | July 2016 – June 2018**

- Implemented new initiatives & strategies to increase brand awareness with social media.
- Integrated new media and web advertising initiatives into marketing strategies to enhance brand awareness.
- Successfully organized online contests and events to gain awareness, consideration & conversation.
- Strategized and ran paid marketing campaigns with Facebook and Instagram to promote content and events.
- Done A/B testing for different ad campaigns.

- Used Facebook Ads Manager for online paid advertising activities.
- Analyzed and understand user review and engagement data to plan for the growth of social handles.
- Handled different teams for management, marketing & operational work.



## SKILLS

- Digital Marketing
- Social Media Marketing & Analytics
- Marketing Strategy, Media Planning, Publishing & Social Listening
- Website Management using WIX & WordPress
- Sentimental Analysis, A/B Testing
- Business & Data Analysis
- Facebook Creator Studio & Business Managers
- Python, R, Advanced Excel
- Power BI, Tableau, PowerPoint
- Google Sheets, Google Data Studio, Google Search Console & Google Play Console
- Web Analytics (Heap, Mode, Clarity, Adobe Analytics, Universal Analytics, GA 4)
- Social Media Analytics (Buffer, Sprout Social, Hootsuite)
- SEO Tools (SEMrush, Ahrefs, App Radar, Moz)



## COURSES/TRAINING

1. Social Media Data Analytics by the University of Washington
2. Google Analytics Beginners & Advanced
3. Google Analytics Certification (GA4)
4. Google Ads (AdWords) Essential Training
5. Introduction to Data Studio
6. Marketing Analytics Foundation by Meta