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KISAN KUMAR RANASINGH

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OBJECTIVE

Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities with expertise in data analytics, KPI tracking and campaign optimization. Decisive planner with excellent project, time and strategy management skills. Innovative and cutting-edge with a discerning nature. Achievements include increasing traffic, market penetration and brand recognition with targeted and highly successful strategies. Successful at identifying risks and threats to campaign strategies. Attentive, enterprising and tenacious in accomplishing objectives. Considered superstar in presenting effective marketing solutions. Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches.



EDUCATION

Ph.D. (DIGITAL MARKETING) | NIRWAN UNIVERSITY, JAIPUR

08/2021 – Present

MBA (DATA ANALYTICS) | CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT, BHUBANESWAR

09/2019– 07/21

CGPA: 7.86

B. TECH (COMPUTER SCIENCE & ENGINEERING) | BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA

08/2014 – 06/2018

CGPA: 7.49



EXPERIENCE

Assistant Manager – Digital Marketing, Girnar Software Pvt. Ltd. | Gurgaon, Haryana

31st May 2021 – Present

- As an Assistant Manager in Digital Marketing, mainly involved with marketing analytics and making strategies.
- Analyzed and reported social media and online marketing campaign results.
- Analyzed Social Media Channels performance and made strategy for upcoming quarters.
- Increased customer engagement through social media.
- Provided digital marketing solutions to Car Dekho, Bike Dekho, Insurance Dekho & Zig Wheels businesses.
- Planned and instituted social media marketing plan for Insurance Dekho.
- Created weekly, monthly report for Social Media performance with Analysis on ROI & other factors.
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Measured and evaluated brand digital performance to present weekly findings to management.
- Identified appropriate KPIs and reported key metrics from digital campaigns.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Created content strategies for digital media.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Developed marketing content strategy such as blogs, promotional materials and advertisements for social media.
- Curated and segmented editorial content to increase engagement and channel growth.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed competitor pages to locate their market audience reach, engagements, backlink and keyword opportunities.
- Clients – Automobiles & Insurance
- Tools Using - Excel, Google Data Studio, Google Analytics, Facebook Creator Studio, SproutSocial, HootSuite

Consultant - Associate Business Analyst, Merkle Sokrati | Pune, Maharashtra 23/11/2020 – 14/05/2021

- Supported clients with business analysis, documentation and data modeling.

- Created detailed roadmaps of action items and project goals and provided reporting and analysis to inform budgeting and planning.
- Delivered work on On-Page SEO, Off-page SEO, Technical SEO, App Store Optimization and YouTube SEO.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Frequent updates on ASO by doing sentimental analysis, A/B testing on client apps.
- Broadened improvement initiatives, troubleshooting problems for corrective action.
- Developed strategic component development plans to support future projects.
- Conducted meetings with clients to determine project intent, processes, business intelligence, strategies and requirements.
- Monthly, Weekly reports making for Clients.
- Developed service plans in consultation with clients, and performed follow-ups assessing quantity and quality of services.
- Planned, ran and analyzed client PPC initiatives and campaigns to increase sales, generate leads and promote brand awareness.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Identified appropriate KPIs and reported key metrics from digital campaigns.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Created content strategies for digital media.
- Built, implemented and updated effective SEO strategies.
- Clients – EdTech and Lifestyle
- Tools used - Excel, Google Data Studio, Google Analytics, Google Play Console, App Radar, Aherfs, SEMrush, Google AdWords, Google Search Console

Business Data Analyst Intern – Centurion University of Technology & Management | Odisha

01/05/2020 – 20/11/2020

- Worked on University digital data on student database to track information regarding admission and student's performance.
- Developed insights on students' data to assess performance against goals.
- Conducted research with survey to know about marketing ROIs on student admission.
- Recommended strategies to promote brand effectiveness and highlight product benefits.
- Created automated dashboards for easy understanding on digital data.

Data Analyst (Sports), Sandcube Analytics Pvt. Ltd. | Bangalore, Karnataka

24/09/2018 – 24/07/2019

- Worked on sports data with analyzing it using tools like Tableau, Krossover and excel.
- Identified, analyzed and interpreted trends or patterns in complex data sets by finding correlations and visualizing with charts.
- Cleaned up and backed up data to maintain data integrity during extraction, manipulation and processing.
- Produced reports using advanced Excel spreadsheet functions.
- Synthesized current business intelligence data to produce reports and polished presentations, highlighting findings and recommending changes.
- Created workflow diagrams and Gantt charts to clearly demonstrate processes and timelines.
- Verified accuracy and validity of data entered in databases.

Founder, My Puri Youth Organization | Odisha

12/05/2016 – 14/09/2018

www.mypuri.org

- Conducted research on emerging trends within industry and capitalized on finds to develop new products, services and strategies.
- Integrated new media and web advertising initiatives into marketing strategies to enhance brand awareness.
- Capitalized on SEO strategies to develop and implement marketing initiatives such as Social Media Marketing, Contest, Campaigns and Events.
- Developed key operational initiatives to drive and maintain substantial growth with conducted target market research to scope out industry competition and identify advantageous trends.
- Cultivated forward-thinking, inclusive and performance-oriented business culture to lead industry in innovation and push progress.
- Developed comprehensive performance reports using Google Analytics to strategize resource allocation and establish performance metrics for clients.
- Used Facebook Ads Manager for online paid advertising activities.
- More details - www.mypuri.org

College Representative, The Entrepreneurship Cell, IIT Bombay | Odisha

VIRTUAL INTERNSHIP

08/2017 – 05/2018

- Worked on Startup, Entrepreneurship related activities.
- Studied objectives, promotional policies or needs of organizations to develop public relations strategies influencing public opinion or promoting ideas.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.

- Conducted research, gathered information from multiple sources and presented results.
- Exceeded goals through effective task prioritization and great work ethic.
- Created plans and communicated deadlines to ensure projects were completed on time.



SKILLS

- Digital Marketing
- Social Media Marketing & Analytics
- Strategy and Planning
- Social Media & Website Management
- Sentimental Analysis
- Website Designing using WIX
- Business Analysis
- Data Analysis
- Event Management
- Team Management
- Decision Making
- Innovation, Concept Making & Implementation
- Python
- R
- Data Analysis using Excel
- Power BI
- Tableau
- MS Office (Excel, Power Point, Word)
- SQL
- Google Analytics
- Google Data Studio
- Google Search Console
- Google Play Console
- SEMrush, Ahrefs, App Radar, Moz
- Facebook Creator Studio & Ad Managers
- Hootsuite
- Sprouts Social
- Buffer
- Canva



COURSES/TRAINING

1. Google Analytics Individual Qualification
2. Google Analytics Beginners & Advanced
3. Social Media Data Analytics by University of Washington
4. Google Ads (AdWords) Essential Training (2019)
5. Introduction to Data Studio
6. PXSEO by Merkle Sokrati



OTHER DETAILS

Languages known : English, Hindi, Odia
 Nationality : Indian

Yours Sincerely,
 Kisan Kumar Ranasingh
 Date: 07 Jan'22 | Puri, Odisha