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# KISAN KUMAR RANASINGH



## OBJECTIVE

Experienced in developing digital & social media marketing initiatives, increasing business success, and boosting engagement and conversion. Excellent analytical, organizational, and decision-making abilities with expertise in data analytics, business analytics, social media analytics, KPI tracking, and campaign optimization. Decisive planner with an excellent project, time, and strategic 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 awareness, engagement, conversion, and business visibility online through successful Social Media Marketing, Digital Marketing & SEO.



## EDUCATION

**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

**Web Analytics Manager, Turing Enterprises Inc**  
**Palo Alto, CA, USA (Remote) | June/2022 – Sept/2022**

- Lead projects and analyzed data to identify opportunities for improvement.
- Used coordination and planning skills to achieve results according to schedule.
- Analyzed Web metrics such as visits, time on site, and page views per visit.
- Successfully implemented content strategies for web blogs and social media after researching & analyzing the competitor's website, social media content, and market trends.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Analyzed marketing plan and social media strategies to identify strategic weaknesses and recommend improvements.

- Suggested and implemented new features to develop brand awareness with continued analyzing and monitoring of performance data and KPIs.
- Prepared and monitored Weekly, Monthly, and Quarterly reports for all Social Media Channels and website performance by giving suggestions and recommendations for strategy and publishing planning.
- Tracked and suggested improvements with keywords, observed user behavior for website interaction, and recommended changes to increase website performance with conversion.
- Analyzed data with heap and mode to make a strategy for user growth concerning conversion for website
- Tools used: Excel, Power BI, Buffer, Sprout Social, Hootsuite, FB Creator Studio, FB Ads Manager, Clarity, Heap, Hotjar. Mode, SEMrush, Google Analytics, Data Studio, Search Console

## **Assistant Manager – Analytics & Marketing, CarDekho (Girnar Soft Pvt Ltd) | Gurugram, Haryana | May/2021 – June/2022**

- Audited the effectiveness of social media management tools and redesigned them to improve efficiency and increase results.
- Analyzed and reported social media and online marketing campaign results focused on user engagement and growth.
- Analyzed KPIs for weekly, monthly, quarterly, and specific date ranges by applying data analytics to drive future strategic planning.
- Done sentiment analysis and analyzed data to understand the best time for publishing, best content type, and most engaging content to create publishing plans.
- I tracked and capitalized on emerging industry trends to boost campaign performance.
- Tracked and analyzed social media growth, online marketing initiatives, and user interaction data to design strategy & publishing plans accordingly.
- Prepared performance reports and dashboards concerning status and findings and provide insights to key stakeholders.
- Strategized social media campaigns for four brands of CarDekho, helping to meet goals and reach untapped potential customers.
- Created actionable plans to grow and maintain followers through Facebook, Instagram, LinkedIn & Twitter
- Analyzed social media campaign performance and generated reports for the Head of Marketing.
- Contextualized data, analyzed and shared relevant information, and discussed actionable recommendations with successfully implemented results-driven strategies and roadmaps based on the quarterly requirement.
- Collaborated with advertising, production, online marketing, and management teams to perfectly time campaigns across platforms.
- Analyzed and recommended new campaign initiatives focused on the latest market trend and competitors' initiatives.
- Tools used – Excel, PowerBI, Buffer, Sprout Social, Hootsuite, FB Creator Studio, FB Ads Manager, Google Analytics, Data Studio

## **Associate Business Analyst, Merkle Sokrati Pune, Maharashtra | Nov/2020 – May/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 content planning and strategy
- Delivered work on on-page SEO, off-page SEO, technical SEO, app store optimization, and YouTube SEO.

- Recommended changes to website architecture, content, and links to improve SEO positions for target keywords.
- Frequent updates on ASO by doing sentimental analysis and A/B testing on client app's content.
- 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.
- Quarterly, Monthly, and Weekly reports were made for Clients to update and track their actions and growth.
- Developed service plans in consultation with clients and performed follow-ups were assessing the quantity and quality of services.
- Planned, ran, and analyzed new initiatives and campaigns to increase brand awareness, generate leads and boost conversion
- Researched and analyzed competitor websites 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 following the 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, Lifestyle, AgriTech
- 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 Bhubaneswar, Odisha | May/2020 – Nov/2021**

- Analyzed key aspects of the business to evaluate factors driving results and summarized them into presentations.
- Worked with business intelligence software and various reports to glean insights into trends and prospects.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Collected and analyzed Web metrics such as visits, time on site, and page views per visit.
- Created dashboards using Microsoft Excel and Power BI for daily, weekly, and monthly reporting.
- Studied demographic data to determine optimal targets, competitor offerings, and tactics for persuasion.
- Developed team communications and information for meetings.
- Analyzed University students' admission data to maximum student admission growth.

## **Founder, MyDataGames Technologies | [www.mydatagames.com](http://www.mydatagames.com) Bhubaneswar, Odisha | July/2019 – Nov/2020**

- Provided social media marketing solutions to Influencers, Celebrities, Non-Profits, and Brands related to Tourism Sectors.
- Gained the pages' followers using strategies and actionable planning with an organic approach.
- Leveraged industry trends and competitive analysis to improve customer relationship building.
- Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.
- Directed marketing projects at all stages, including conceptualizing content, planning post schedule, and final implementation. Increased online engagements and visits by managing social media accounts and websites.
- Monitored the online presence of the company's brand to engage with users and strengthen customer relationships.
- Work - [My Puri Youth Organization](#), [My Puri Digital](#), [TheProudOdia](#), [Manas Kumar Sahoo](#)
- Planned and instituted a social media marketing plan for MY Puri Digital - [www.facebook.com/MyPuriCity](http://www.facebook.com/MyPuriCity), [www.instagram.com/mypuri](http://www.instagram.com/mypuri)
- Tools used - Facebook Creator Studio, Facebook Ad Managers, Facebook Analytics, Wix for Website Management.

## **Data Analyst, Sandcube Analytics Pvt. Ltd. Bangalore, Karnataka | Sept/2018 – July/2019**

- Worked on sports data by 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 them 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 demonstrate processes and timelines.
- Verified accuracy and validity of data entered in databases.

## **Founder, My Puri Youth Organization | [www.mypuri.org](http://www.mypuri.org) Puri, Odisha | July/2016 – Sept/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 to marketing & operational work.



## SKILLS

- Digital Marketing
- Social Media Marketing & Analytics
- Strategy, Planning, Publishing & Social Listening
- Social Media & Website Management
- Sentimental Analysis, A/B Testing
- Website Designing using WIX
- Business & Data Analysis
- Event Management & Team Management
- Decision Making, Innovation, Concept Making & Successful Implementation
- Python
- R
- Data Analysis using Excel
- Power BI, Tableau
- MS Office (Excel, PowerPoint)
- Web Analytics (Heap, Mode, Clarity, Google Analytics)
- Social Media Analytics (Buffer, SproutSocial, Hootsuite)
- Google Data Studio, Google Search Console & Google Play Console
- SEMrush, Ahrefs, App Radar, Moz
- Facebook Creator Studio & Ad Managers



## COURSES/TRAINING

1. Social Media Data Analytics by University of Washington
2. Google Analytics Beginners & Advanced
3. Google Ads (AdWords) Essential Training (2019)
4. Introduction to Data Studio
5. From Likes to Leads: Interact with Customers Online by Google (Coursera)
6. PXSEO by Merkle Sokrati
7. Marketing Tools: Growth Marketing (LinkedIn)
8. Growth Marketing Foundation (LinkedIn)