

SURAJ KUMAR CHANDRAVANSHI

Digital Marketing Specialist | UX & Product Enthusiast

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 4+ years of hands-on experience in SEO, paid advertising, social media management, and client account management. Proven track record of improving organic search rankings, executing high-ROI paid ad campaigns across Google and Meta platforms, and managing multiple brand accounts simultaneously. Strong communicator with real business experience gained through employment and co-managing an independent business partnership. Passionate about digital product design and user experience, seeking to combine marketing expertise with international education and career growth.

CORE COMPETENCIES

SEO EXPERTISE

On-Page & Off-Page SEO
Keyword Research & Strategy
Link Building (Dofollow/Nofollow)
Content Optimisation
Technical SEO Audits
Guest Post Outreach

PAID & SOCIAL MEDIA

Facebook & Instagram Ads (Meta)
Google Ads Campaigns
Social Media Strategy & Growth
Email Marketing
Content Calendar Management
Brand Visibility & Engagement

TOOLS & TECHNICAL

WordPress Blog Management
Google Analytics & Search Console
Canva Graphic Design
AI Video & Content Creation Tools
Google Sheets & MS Office
Client Reporting & Communication

PROFESSIONAL EXPERIENCE

SEO Executive & Social Media Manager

Oct 2020 – Jan 2024

AT Digital Work Agency | Delhi, India

- Managed end-to-end SEO campaigns for 10+ client websites including on-page optimisation, technical audits, and off-page link building — resulting in measurable improvement in organic search rankings.
- Executed paid advertising campaigns on Google Ads and Meta (Facebook & Instagram) platforms, monitoring performance and optimising for maximum return on ad spend (ROAS).
- Handled social media strategy and daily management for multiple brand accounts simultaneously — growing follower engagement and increasing brand visibility.
- Produced and published optimised blog content on WordPress platforms with a focus on keyword targeting, readability, and SEO best practices.
- Conducted competitor analysis and keyword research to identify new growth opportunities for clients across diverse industries.
- Developed and maintained client relationships through regular performance reporting, strategy updates, and account management communication.
- Executed email marketing campaigns targeting B2B and B2C audiences, managing list segmentation and performance tracking.
- Created graphics and visual content using Canva to support social media and content marketing deliverables.

Co-Founder & Digital Marketing Lead

2021 – 2023

Independent Business Venture (Partnership) | Delhi, India

- Co-managed an independent digital marketing business partnership, overseeing client acquisition, service delivery, and business operations.
- Developed digital marketing strategies for small and medium businesses, delivering SEO, paid advertising, and social media services.

- Gained firsthand entrepreneurial experience in client negotiation, project management, and business development.
- Demonstrated ability to work independently, manage multiple priorities, and take full ownership of outcomes.

EDUCATION

Senior Secondary Certificate (12th Grade)

October 2024

National Institute of Open Schooling (NIOS), Ministry of Education — Govt. of India

Subjects: English, Mass Communication, Data Entry Operations, Chemistry, Physics

Secondary Certificate (10th Grade)

2015

Jharkhand Academic Council (JAC), Ranchi

C M High School, Domchanch, Jharkhand

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google Digital Marketing Certificate

Google — Skillshop (In Progress / To Complete)

Meta Blueprint — Digital Advertising

Meta — Blueprint Certification (In Progress / To Complete)

HubSpot Content Marketing Certification

HubSpot Academy (In Progress / To Complete)

IELTS International English Certificate

British Council / IDP (Preparation in Progress)

LANGUAGES

Hindi

Native / Mother Tongue

English

Intermediate (IELTS Preparation)

German

Beginner — A1 (Currently Learning)

PERSONAL PROFILE

A self-motivated and reliable professional who moved from Jharkhand to Delhi independently, building a career in digital marketing from the ground up. I completed my 12th grade education through open schooling while working full-time — demonstrating discipline, resilience, and a genuine commitment to self-improvement. I bring real business experience, a strong work ethic, and the initiative to continuously learn. Currently preparing for IELTS and German language certification as part of my goal to pursue international education and career growth in UX Design.

References available upon request | Open to relocation — India, Germany, Australia, UAE