

# ALOK KUMAR SINGH

Digital Marketing Strategist | Growth Hacking | Data Analysis

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## SUMMARY

I'm a strategic digital marketer and web design strategist with 9 years of experience growing businesses in a way that can be measured. Expertise in full-funnel marketing techniques and high-impact lead creation for a wide range of industries, such as service based, Fintech, EdTech, and SaaS. I use my technical SEO knowledge and data-driven research skills to get high conversion rates and a scalable return on investment (ROI). My method combines creative problem-solving that looks with careful attention to detail in data reporting and campaign improvement.

## EXPERIENCE

### Digital Marketing Strategist ( Lead Generation)

CodexaCraft.com

04/2025 - 11/2025 Noida, India

- As the head of digital marketing at RupeeQ, a rapidly expanding Fintech startup, I would spearhead the process of making the company appear online, attracting and retaining customers, and building relationships through performance-based marketing.
- Designing and implementing multi-channel promotions such as Google Ads, Meta Ads, and Programmatic Marketing to provide quantifiable ROI and quality leads.
- Applying retention marketing concepts by implementing personalized email automation, audience insights, and remarketing campaigns to enhance customer lifetime value.
- Performing thorough data analysis and campaign audits with the help of tools such as Google Analytics, Ahrefs, and CRM dashboards to monitor performance and maximize conversions.
- Working with design and development teams to optimize landing page performance, user experience, and content flow to ensure the highest level of user interactivity.
- Providing management and clients with actionable insights, which ensure transparency, scalability, and steady business growth.

### Digital Marketing Specialist (Team Lead)

WebbyAcad

04/2022 - Present Delhi, India

- Boosted online sales by \$325K in Q2 through targeted bright SEO campaigns.
- Increased website traffic by 130% within six months by optimizing SEO strategies.
- Managed a portfolio of 360 digital marketing projects across 5 industries.
- Achieved a 25% growth in lead generation by implementing new social media ads strategies.
- Enhanced brand visibility by doubling engagement rates through innovative content marketing.
- Increased conversion rates by 20% by implementing advanced SEO tactics and data analytics.
- Doubled web traffic in 6 months by integrating advanced SEO tools and data from Google Analytics.

### Senior SEO Executive

Decorous Info System Pvt. Ltd.

09/2018 - 02/2022 Delhi, India

- Analyzed over 1,000 keywords monthly to maintain a competitive edge across platforms.
- Increased the domain authority of a top client by 15 points by executing targeted off-page SEO campaigns.
- Improved organic search ranking, resulting in a 30% increase in website traffic.
- Handled 50+ SEO projects for multinational clients, leveraging SEMrush and Ahrefs.

## KEY ACHIEVEMENTS

- 75% User Acquisition Increase**  
Spearheaded digital marketing initiatives at WebbyAcad, that led to a 75% increase in user acquisition.
- 40% ROAS Improvement**  
Optimized ad spend across digital platforms at CODEXACRAFT, resulting in a 40% improvement in ROAS.
- Conversion Rate Optimization**  
Implemented a successful landing page optimization strategy, lifting conversion rates by 18%.

## SKILLS

### Strategic Growth Marketing & Comprehensive Analytics Reporting

Data Analysis Paid Acquisition

Retargeting ROAS Optimization

Creative Testing

Cross-Functional Collaboration

Google Analytics Looker

Technical SEO On-Page Optimization

AI SEO Local Search Marketing

Meta Advertising Google Ads

TikTok Ads Snapchat Ads

Apple Search Ads Google Analytics

Accurate Report Preparation

## CERTIFICATION

### Advanced Google Analytics

Focused on mastering Google Analytics for deep insights into user behavior, provided by Google.

### Digital Marketing Certified

Provided by HubSpot

### The Fundamental of Digital Marketing

Provided by Google

### Google Ads Intermediate

Provided By Google

### G2 Foundation Certification

Provided by G2

### G2 Review Gen Certification

Provided by G2

## EXPERIENCE

### Seo Executive

#### Incrementors

📅 03/2017 - 08/2018 📍 Delhi, India

- Incrementors is a digital marketing agency that specializes in providing customized, tailored solutions for our clients coming from all different business backgrounds to enhance their digital presence.
- Keyword research, on-page optimization, link building, technical SEO, content marketing, reporting.
- Proficient in Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog.
- Increased organic traffic and improved the ranking of all targeted keywords.
- Responsible for on-page and off-page SEO for a portfolio of e-commerce websites in the fashion industry.
- Conducted regular technical SEO audits and implemented schema markup.

## MAJOR PROJECTS

### BLRTools Pvt. Ltd.

🔗 <https://www.blrtools.com>

BLR Tools offers trusted Software/Tools as solutions for data recovery, migration, email backup, data wipe and more! Digital Data Forensics Company.

- Increased organic traffic by 45% in three months.
- Improved keyword rankings for 10 target keywords to the top 3 positions.
- Generated a 15% increase in leads from organic search.
- Successfully implemented a technical SEO audit and resolved critical site issues.

### WebbyAcad Tools

🔗 <https://www.webbyacad.net>

Optimizing the Webbyacad tools website to increase organic visibility and drive traffic to their suite of SEO tools

- Conducted keyword research to identify relevant target keywords.
- Implemented technical SEO best practices, including site speed optimization and schema markup.
- Built high-quality backlinks through guest posting and outreach.
- Tracked and reported on key metrics, including organic traffic, keyword rankings, and conversion rates.
- Increased organic traffic to the Webbyacad tools website by 30% in six months.
- Tools and technologies used in this include Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog, WordPress, and more.

### Data Recovery Tools

🔗 <https://www.data-recovery.software/>

Optimizing the data recovery website to increase organic visibility and drive traffic to their suite of SEO tools

- Tracked and reported on key metrics, including organic traffic, keyword rankings, and conversion rates.
- Increased organic traffic to the Webbyacad tools website by 40% in six months.
- Tools and technologies used on this: Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog, WordPress, and more.

### Ryno Resumes

🔗 <https://rynoresumes.com/>

Ryno mission to revolutionize and simplify the job search process for individuals seeking new career opportunities.

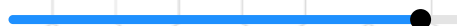
- keyword research, on-page optimization, link building, and technical SEO to improve organic search rankings  
Analyze data, identify trends, and make informed decisions to optimize campaigns and improve ROI.

## STRENGTH

- 💎 **Problem-solving and analytical skills**
- 💎 **Results-oriented and focused on achieving business objectives**
- 💎 **Adaptability and continuous learning**
- 💎 **Proven track record of driving successful digital marketing campaigns**

## INDUSTRY EXPERTISE

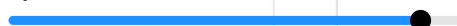
### Software & IT



### Fin-Tech Services



### Sports & Other Services



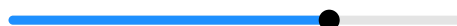
### Real State



### Legal Services



### Medical



## LANGUAGES

### English

Proficient



### Hindi

Native



### Bhojpuri

Native



## INTERESTS

### 🚀 Growth Hacking

Passionate about leveraging creative and unconventional strategies to drive user acquisition and business growth.

### ✓ Data Analytics

Deeply interested in analyzing data to uncover insights that inform strategic marketing decisions.

### ★ Continuous Learning

Committed to personal and professional growth through ongoing education and learning new skills.