

# SWARANJIT SINGH

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Portfolio: [www.swaranjitsingh.com](http://www.swaranjitsingh.com) • LinkedIn: <https://in.linkedin.com/in/swaranjitsingh>

## SUMMARY

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Highly productive and innovative **Graphic/Web Designer, SEO Consultant & Social Media Manager with a rich career span of 17 years**, extensive contribution to design & development of many design projects and web services. Creative, motivated and energetic strategist with an extraordinary work ethic dedicated to on-time and tight deadline project delivery. Strong planning and design skills with demonstrated proven abilities to coordinate the efforts of many to meet organizational goals through team work and synergy. Strong understanding of Search Engine Optimization and Social Media Marketing, leveraging these tools to ensure maximum visibility and engagement. Able to adapt quickly to new environments, projects, technologies and web programming languages.

## TECHNICAL SKILLS

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### SOFTWARES & TOOLS

**Languages:** HTML/HTML5, XHTML, CSS/CSS3, JavaScript, PHP.

**Print Media:** Adobe Photoshop, CorelDraw, Adobe Illustrator, Adobe InDesign.

**Web Development:** Adobe Dreamweaver, Wordpress, WooCommerce, Wix, Shopify, Squarespace, Weebly.

**SEO/SMM Tools:** CognitiveSEO, ahrefs, Moz, Google Analytics, Google Search Console, Google Adwords, Google Keyword Tool.

**A/V Editing:** Adobe Premiere, Sony Sound Forge, Cyberlink PowerDirector.

**Business & Other Industry Related Tools:** ChatGPT & Other Similar AI Tools, MailChimp & Email Marketing Tools, WHM Server Administration, Domains & Emails Management, Microsoft Office Products, CMS, Plesk, cPanel.

### DESIGN SKILLS

**Print Media:** Corporate Branding, Typography, Logo Designs, Flyer Design, Brochure Design, Product Packaging Design, Business Card Design, Banner Design, Label Design, Letter Head Design, Catalogue Design, Book Cover Design, Advertising Design, Full Vehicle Wraps etc.

**Web Development:** Static Website Design, E-Commerce Website, Startup Websites, Education Websites, Real Estate Websites, Blog Designing, Custom Web Design, Customized Template Design, Corporate Website Design, Website Re-Designing etc.

**SEO/SMM:** Pay Per Click(PPC) Ad Campaigns Management, Online Reputation Management, Email Marketing, Internet Marketing, Google Penalty Recovery, Website SEO Audit, On Page SEO, Off Page SEO, Link Development (Link Building), SEO Content Writing, Website Code Optimization etc.

**A/V Editing:** Offline Audio & Video Editing, Customized Social Media Template Editing.

**Business & Other Industry Related Tools:** Content Creation & Editing by AI, Online Market Research, OSINT, Email Marketing, Microsoft Office Products etc.

## ACCOMPLISHMENTS

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- Professional working experience with international clients from US, Canada, Greece, Australia, South Africa & UAE.
- Created 1000+ webpage designs and mix of 400+ static, e-commerce & CMS websites for several clients.
- Developed 350+ graphic design projects (logos, catalogs, brochures, presentations).
- Managed 2 Cannabis Education Blogs (Graphics Tasks & Content Upload / Update) for 2 years.
- Managed 300+ SEO campaigns, social media marketing & ad campaigns.
- Monitoring, Optimization & Recovery of 120 websites affected from Google Panda/Penguin & Manual Penalty.

## CERTIFICATIONS & COURSES

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- **ADVANCE DIPLOMA IN MULTIMEDIA** - ARENA MULTIMEDIA, Kamla Nagar, Delhi
- **Udemy - OSINT: Open-Source Intelligence;** Issued May 2023; Credential ID - UC-e9329b9a-10d9-4a27-8f64-7a4108ac8a2d; Skills: Market Research
- **Udemy - Learn HTML5 Programming From Scratch;** Issued Jul 2022; Credential - ID UC-2aa69ec7-62c9-4be4-b4de-24dad1859d4; Skills: HTML5, Web Design
- **British Council - IELTS General;** Issued Apr 2017; Credential ID 16IN274968SINS001G
- **Google - Digital Unlocked;** Issued Jan 2017; Skills: Digital Marketing

## PROFESSIONAL EXPERIENCE

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**March 2011 - Till Date**

**Delhi**

**Graphic Design Manager**, Greves Protection Management Pvt. Ltd. ([www.grevesgroup.com](http://www.grevesgroup.com))

Developed Designs for Corporate Identity, Print Media (logos, brochures, catalogs, flyers etc.) and Premium Websites, Maintenance of existing websites, WHM Server, Hosting & Email Management, Communicating with team of SEO Executives and Content Writers.

### Responsibilities:

- Developing premium websites that have a consistent feel and look throughout all web properties.
- Active participation with Director and Managers regarding company growth & future expansions.

- Designing prototypes for websites, content strategies & implementation of local SEO.
  - Creating corporate identity, logos, brochures, flyers, banners etc.
  - Management of dedicated web hosting Linux servers, emails & domains.
  - Communication & management with external vendors for printing & servers.
  - Provide guidance to other team members on SEO & social media queries.
  - Developing SEO strategies based around specific keywords.
  - Building new websites from scratch, SEO optimized & user friendly UI/UX.
  - Domains portfolio management along technical support related to emails.
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**March 2013 - March 2019**

**Delhi**

**Team Lead-Graphic/Web**, International IP IT Solutions ([www.ipitsolutions.com](http://www.ipitsolutions.com))

A Sister concern of Greves Protection Management Pvt. Ltd. Responsible for working on a range of website projects, designing more than 350 websites and interacting on a daily basis with SEO team and content writers. Independently performed all design, development and built SEO strategies to achieve higher rank on major search engines and **recovered 120 websites from Google Link Penalty**.

**Responsibilities:**

- Developing front end functionality of websites that have a consistent feel and look throughout all web properties.
  - Participating in discussions with partners & associates to clarify requirements.
  - Designing prototypes for websites.
  - Creating logos, banners and icons for websites.
  - Simultaneously managing several reporting tools.
  - Contacting external webmasters to confirm link placements.
  - Provide guidance to other team members on SEO issues.
  - Providing technical support to partners & associates.
  - Devising SEO strategies based around specific keywords.
  - Performed maintenance and updates to existing client websites.
  - Participated in brainstorming sessions to come up with ideas.
  - Provided guidance and mentoring to team members.
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**April 2010 - Till Date**

**Delhi/NCR**

**Freelancer/Virtual Assistant** - Upwork & Referral Clients.

Successfully completed many freelance projects related to Blog Management, Virtual Assistance, Print Media, Multimedia, Flash Presentation, CBT, WBT, A/V Presentation, Layout Prototyping for many companies and individuals.

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**January 2007 - April 2010**

**Noida**

**Sr. Graphic/UI Designer**, Logic Eastern India Pvt. Ltd. ([www.logiceastern.co.in](http://www.logiceastern.co.in))

Worked as part of a multi-disciplinary IT team, carrying out ad-hoc tasks as requested by the Project Managers. Developed DVB-C & IPTV Set Top Box User Interface from scratch, Flash prototyping for developers, clients & investors, corporate identity for local clients. Built and optimized company's website for better search engine presence for specific keywords.

**Responsibilities:**

- Design graphics for Set Top Box(DVB-C & IPTV).
  - Design mockups and prototypes.
  - Design flyers, banners and posters.
  - Designing and Editing Videos for STB.
  - Design UI and UX for STB applications.
  - Latest trends research for optimized GUI for Set Top Box.
  - Performed maintenance and updates to existing websites.
  - Participated in brainstorming sessions to come up with ideas.
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**March 2006 - December 2006**

**Delhi**

**Graphic Designer**, Kolor Catalyst Designs Pvt. Ltd.

Delhi based Printing House providing printing solutions for Billboards, Shop Signages, Inshop Branding, Vehicle Graphics and Other Marketing Collaterals for Pepsi, Vodafone, Airtel, Idea, Reliance Communications, Tata Indicom, Zee Tv, Colors, Star TV and many more.

**Responsibilities:**

- Create Designs in many sizes from given creative for Large Format Printers and editing & converting files for print process. Managing & operating 4 color printing machines (5' & 10' both).

## ONLINE PORTFOLIO & LIVE PROJECTS

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- [www.grevesgroup.com](http://www.grevesgroup.com)
  - [www.claiminvestigators.com](http://www.claiminvestigators.com)
  - [www.logiceastern.com](http://www.logiceastern.com)
  - [www.severg.com](http://www.severg.com)
  - [www.photonplay.com](http://www.photonplay.com)
  - [www.brandprotections.online](http://www.brandprotections.online)
  - [www.mintofamilydental.com.au](http://www.mintofamilydental.com.au)
  - [www.texasbestdfw.com](http://www.texasbestdfw.com)
  - [www.corporateinvestigators.com](http://www.corporateinvestigators.com)
  - [www.processservers.asia](http://www.processservers.asia)
  - [www.gvs.ae](http://www.gvs.ae)
  - [www.zebraequipments.com](http://www.zebraequipments.com)
  - [www.events4sure.com](http://www.events4sure.com)
  - [www.lovesummer.in](http://www.lovesummer.in)
  - [www.duediligenceinvestigators.com](http://www.duediligenceinvestigators.com)
  - [www.shyamnarayanprasad.com](http://www.shyamnarayanprasad.com)
- My Portfolio: [www.swaranijtsingh.com](http://www.swaranijtsingh.com)

## PERSONAL DETAILS

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- Date of Birth: 29th December, 1982
- Father's Name: Sh. Paramjit Singh
- Marital Status: Married
- Nationality: Indian
- Languages Known: English, Hindi & Punjabi
- Passport No.: P4317435