**Vivek Kumar Sharma**

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**Location**: Chandigarh

<https://www.linkedin.com/in/viveksharmaseo/>

**Career Objective**

Seeking a challenging position in an organization that allows me to perfect my skills in the field of Digital Marketing. I want to work with a progressive organization where I can utilize my knowledge and skills for the mutual benefit of the company and myself.

**Work Experience**

* **Google Certified Digital Marketing Professional** with **7 years** of experience in Search Engine Optimization- on Page & off Page, Search Engine Marketing, Social Media Marketing, Email Marketing, ORM & Content Optimization.

**Technical Skill Set**

* **On-Page SEO** –Performed keyword research/analysis for multiple projects, optimization of title, meta-description, header tags, anchor texts, alt tags, interlinking of pages, external links, and redirects.
* **Off-Page SEO –** Done extensive link building through Traditional and Skyscraper Method.
* **Content Optimization** –Checked interlinks, keyword placements, placement of anchor texts, the flow of content, external links, image optimization, and LSI keywords.
* **SMO** –Created posts for Facebook, Twitter, LinkedIn, Pinterest, Tumblr, and Google+ using tools, campaigns formaximum reach/brand awareness, data analysis.
* **E-mail Marketing** – Ran E-mail marketing campaigns for content marketing/outreach using MailChimp, Aweber, Constant Contact etc.
* **SEM** –Created campaigns on Google Adwords, Facebook/Insta and Amazon for the most focused services.
* **ORM** DoneOnline Reputation Management of many clients who want to drop negative links
* **SEO Tools –** Familiar with Google Analytics, Webmaster, MOZ, SEMRush, Similar Web, Majestic SEO and many more paid tools
* **CMS Known -**Can do on-page SEO for WordPress, Joomla, Magento, Squarespace, Shopify, Weebly, Wix, Godaddy Builder, and many others CMS.

**Career Highlights**

**Artifex Edge Pvt Ltd, Mohali as SEO Head** **Sep’19 to to Aug’20**

* Develop and execute successful SEO strategies
* Manage team of SEO Specialists
* Conduct keyword research to guide content teams
* Review technical SEO issues and recommend fixes
* Optimize website content, landing pages and paid search copy
* Direct off-page optimization projects (e.g. link-building)
* Collect data and report on traffic, rankings and other SEO aspects
* Work with social media and PPC teams to optimize campaigns
* Keep abreast of SEO and integrated marketing trend

**Drish Infotech Ltd, Chandigarh as Sr.SEO Analyst** **Dec’18 to Sep’19**

* Worked on keyword optimization, on-page and off-page optimization for multiple projects.
* I handled a major part of the project on my own where I was responsible for On-Page SEO, Off-Page SEO, content optimization, SEM, SMO, email marketing.
* Created meta-tags according to keyword analysis, the category of the service and landing pages.
* Planned and redesigned the website structure with the team using Crazy Egg analysis.
* **Website Content Optimization** by checking anchor links, keywords, content, planned and wrote FAQs for the site by myself.
* Analyzed the results and created reports and weekly updates of the performance of the website, in terms of CTR, traffic, visits, users, queries, usability, bounce rates using Google Analytics, Google Webmaster, and Ahrefs.
* Link Building through social bookmarking, brief content with do-follow link insertions in Reddit, business listings, directory submissions, forums, QnA, media sharing sites and blog commenting.
* Worked for various Govt. projects and improved their site structure and fixed on-page issues

**Drish Shoes Ltd, Panchkula as Digital Marketing Specialist** **March’17 to Aug’18**

* Worked on all Digital Marketing Techniques including SEO/SMO/SEM/Email Marketing
* Improved Website Ranking and Traffic
* Ranked major keywords which drive great traffic of website
* Provide Live chat support to its customer / Handled online customer over the phone as well
* Managed Customer shipping and online logistics though various portals including retails ERP software
* Done product listings over Amazone/Flipkart and Ebay
* Ran Facebook/Instagram and Google Shopping Ads Campaigns
* Done Outreach marketing / collaborated with Fashion Bloggers / Celebrity stylists and Ran Social Media Contests
* Improved website backlink score to keep the ranking on first page
* Track Shipping and logistics’ of all retail stores of Drish Shoes
* Worked for Radio and Magazine Ads

**Daksha Web Technologies, Mohali as SEO Specialist** **Dec’15 to March’17**

* Worked Under the Project Manager and Handled SEO team
* Managed more than 30 Projects at the same time
* Became Digital Partner of BIG FM and Ran their campaign for Big Marathon in Chandigarh
* Improved rankings of theirs client and trained SEO Fresher / interns as well
* Learned to work for Astrology projects / improved traffic and their rankings in multiple cities and countries as well
* Managed their in-house project rankings
* Worked with Developers and Designers to fix on-page SEO issues

**i-Next Solutions, Chandigarh as SEO Executive** **Dec’13 to Nov’15**

* Worked for clients from USA/Canada/Australia and New Zealand etc.
* Worded under the Team Leader and learned many on-page seo techniques
* Worked for Upwork billing projects and ran more than 60 hours billing per week individually
* Worked for Social media marketing projects
* Improved website rankings / organic traffic and learned to work with many SEO tools.
* Gave instructions to the content writer about how to choose interesting topic and place keywords into the content
* Learned to create Graphics for social media posting from Canva and many other tools.

**Brill Infosis, Mohali as SEO Fresher** **Jan’13 to Oct’13**

* Learned to make Blogs/web 2.0 sites and all off-page seo link building tactics
* Learned to ran upwork billing through it’s tracking software
* Worked for USA based projects and achieve first page ranking of many website
* Done Blog posting through wordpress, blogger and tumbler
* Learned how to implement on-page SEO files through FTP/Filezilla
* Done website vs competitor analysis
* Learned how Audit the website and find on-page issues

**Major Projects**

1. [www.drish.com](http://www.drish.com) – Ranked Keywords to Google India – leather shoes, party wear shoes, genuine leather shoe for men, leather shoes for kids, women genuine leather shoes etc.
2. [www.drishinfo.com](http://www.drishinfo.com) – Ranked Keywords like – best software company in Chandigarh, software development company, top it companies in Chandigarh etc
3. [www.beibybamboo.store](http://www.beibybamboo.store) – Ranked keywords in Google USA – personalized mom to son watch, engraved watch to my son, mom to son personalized engraved watch etc
4. [www.nzlandscape.co.nz](http://www.nzlandscape.co.nz) - Ranked many keywords in Google.co.nz – landscaping supplies Auckland, best landscape suppliers east tamki, Auckland landscape supplies etc.
5. [www.shopapni.in](http://www.shopapni.in) – buy online vegetables in chandigarh, buy online fruits in chandigarh, online shopping for vegetables and many other cities like mohali and panchkula
6. [www.rajatnayar.com](http://www.rajatnayar.com) – Worked for Famous Bollywo0d Astrologer Rajat Nayar and ranked his many websites in different cities and counties. Keywords ranked – famous celebrity astrologer in Mumbai, famous astrologer in india, best Indian astrologer in Australia and many more
7. IVY Hospital Mohali – Ranked many City and state based keywords over Google – e.g. best cancer specialist hospital in Punjab, best hospital in mohali, multi specialty hospital in chandigarh
8. [www.marinedepot.com](http://www.marinedepot.com) – Ranked more than 500 keywords to this website e.g. Fish tank, aquarium supplies, fish tanks and led lights etc

1. [www.physiowinnipeg.com](http://www.physiowinnipeg.com) – Worked for this project Elite Sports Injury and ranked many keywords in Canada e.g. sport injury specialist in Calgary, physiotherapist in Alberta etc.

**Certifications**

* Google Digital Unlocked
* Fundamentals of Google Adwords

**Training**

* 6 Months Digital Marketing Training for Cbitss, Chandigarh

**sEducation**

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| --- | --- | --- | --- | --- |
| **Degree** | **College/University/School** | **Percentage** | **Year** |  |
|  |  |  |  |  |
|  BSC-IT | Punjab Technical University | 63 | 2011 |  |
|   |  |  |  |  |
|  |  |  |  |  |
|  10+2 | Govt Sr. Sec. School Bhali | 47 | 2008 |  |
|  |  |  |  |  |
| Matriculation | Govt Sr. Sec. School Bhali | 53 | 2006 |  |
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|  |  | **Personal Details** |
|  |  |  |  |  |
|  |  |  |  |  |
|  | Date of Birth |  | 21 February 1990 |
|  | Fathers Name |  | Vinod Kumar |
|  | Marital Status |  | Single |
|  | Nationality |  | INDIAN |
|  | Languages Known |  | Hindi, English, Punjabi, Dogri |

I hereby declare that the above information is true to the best of my knowledge.

**Vivek Kumar Sharma**