**NISHANT SHARMA**

**Mobile: +91-7986059570, 8054531331**

**E-mail: nshntsharma296@gmail.com**

**Career Objective:**

To achieve desirable position by making a mark in the organization with the help of my knowledge, skills, and experience in the field. I have a flexible mindset and try to learn new things. I also believe in helping my colleagues in the best possible manner. My passion for becoming successful motivates me to remain focused for my work.

**Profile Summary:**

A Digital Marketing Professional with over 6-year experience in handling clients for overall digital marketing projects involving SEO, ORM, SMO, ASO, YouTube, Link building strategies & promotional activities. Planning and organizing brand promotion strategies for the client’s business. I am up to date with prevailing SEO trends & Google updates like Panda, Penguin, Pigeon, Hummingbird, Mobile friendliness, EMD, Pirate, Snippets and latest ranking core algorithms.

**Educational Qualifications:**

* B.C.A (Bachelor of Computer Application) from Govt. Mohindra College, Patiala (Punjabi University) in 2012.
* PHP professional course from Netmax Technologies Pvt ltd, Patiala in Aug 2012 – Jan 13
* Digital Marketing course from Chandigarh Computer Center, Patiala in Sept 2013 – Nov 2013
* MBA in International Business & Marketing (Panjab University, Chandigarh 2015 -2017)

**Working Experience:**

* Field Assistant from **(Feb 2013 -Aug 2013)** in RS Media Indore, Auth. Distributors, UTV Global broadcasting LTD, (UTV Channels) VIACOM 18 (Colors Channel).
* SEO Executive from **(Dec 2013 – Aug 2014)** in A to Z Technologies Pvt Ltd. Patiala.
* SEO Executive from **(Oct 2014 – Mar 2018)** inLive Deftsoft Informatics Pvt Ltd. Mohali.
* SEO Team Lead from **(Sept 2018 – Sept 2020)** inLive Deftsoft Informatics Pvt Ltd. Mohali.
* Working as SEO Project Lead from **(Sept 2020 – till now)** inGrowth Natives Pvt Ltd. Mohali.

**Areas of Expertise:**

Strategic Planning & Execution | Client Handling | Website Audit, Suggestions & Recommendation | Competitors Analysis | Keywords Research & URL Mapping | Meta Tags Optimization | On Page Optimization & Fixation | Positive & Neutral ORM | YouTube Channel Optimization & Promotion | SMO - Facebook, Twitter, Instagram, Pinterest | Google Analytics | Google Webmaster | SEMrush | Screaming Frog | Similar Web | SEO Review Tools.

**Professional Knowledge:**

I am proficient in SEO, ORM, SMO and YouTube. I am good in ON page & OFF Page SEO, Contextual Link building, running & maintaining Social accounts, Optimization & branding of YouTube Channels, positive ORM and pushing negative links down in the searches. I have good Knowledge of HTML, Google webmaster, Google Analytics. I have proficiency in manual SEO, ORM, SMO & YouTube Channels audits and have competent knowledge of SEO tools such as SEMrush, Screaming Frog, Ahref, SEO Review Tools, Similar Web | Surfer SEO for performing SEO audits. Furthermore, I am skilled at optimizing website CMS platforms including Wordpress, Shopify etc and also in core PHP.

**Key Skills:**

* Platforms: Windows Vista/7/8/10
* Software Skills: Microsoft Office (Word, Excel, PowerPoint)
* Professional Skills: SEO, ORM, SMO, ASO, YouTube, HTML
* Behavioral skills: Positive Thinking, Self Motivated, Polite.
* Managerial skills: Team Player and Quick learner.
* Achievements: Awarded as Critical Project Star in Live Deftsoft.

 Awarded as Best Team Lead of Quarter in Live Deftsoft.

**Strengths:**

* I am always honest, sincere and dedicated to my work.
* Knack of approaching problems in systematic way.
* Determined to learn with practical approach.
* Ability to absorb new technology
* Goal Oriented.

**Hobbies and Interests:**

* Watching Videos on Digital Marketing Techniques.
* Analyzing others behavior & personality.
* Reading Motivational Quotes.
* Playing Cricket & Chess.
* Bike Riding.
* Traveling to adventurous places.

**Extra Curricular Activities:**

* I was captain of school cricket team and Vice-Captain in college team.
* Participated in Plays in School & College.
* Participated in many Nukkad Nataks & Dramas.
* Wrote and played Skits at Live Deftsoft functions.

 **PERSONAL DETAILS**

Father's Name: Sh. Sandeep Sharma

Date of Birth: 01-10-1991

Languages: Punjabi, Hindi, and English

Address: LIG-385, Urban Estate Phase-1, Patiala (Pb)-147002)

**(NISHANT SHARMA)**