



Gaurav Sharma

Digital Marketing Manager

RESUME OBJECTIVE

My primary objective as a Digital Marketing expert is to create vibrant and brilliant visual content in marketing the company's brands and services. I have competent knowledge and dexterity in creating strategies and project roadmap using the latest technology in digital marketing. I am very adept in brand optimization and having good experience in B2B and B2C brand optimization by using latest digital marketing trends and digital brand optimization strategies. I am also very well versed in managing SEO and PPC campaigns, have a solid grasp of web analytics and have a strong understanding of online marketing concepts, procedures, strategies, project road map creation, and practices. I have more than 10 years of experience to manage multiple online projects that include SEO, social media, content delivery, email campaigns, user journey optimization, and web support.

KEY SKILLS

- Solid experience in managing digital marketing campaigns for various dynamic websites with complex configurations.
- Exceptional knowledge of web analytics especially Google analytics
- Remarkable knowledge of administering email campaigns for websites.
- Ability to develop frontend and backend of all digital campaigns.
- Ability to incorporate digital marketing techniques in campaigns.

CONTACT

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SOCIAL



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SKILLS

- Digital Marketing Expert
- SEO (On-Page and Off-Page)
- Google Ads & PPC
- Drip/Email Marketing
- Google Analytics
- Webmaster Tools
- YouTube Video Optimization
- Social Media Marketing
- Online Reputation Management
- App Store Optimization

EDUCATION

- MCA from P.T.U in 2011.
- B.Sc.-IT from P.T.U in 2009.

EXPERIENCE

Organization NVISH Solutions

Duration November 2016 – Present

Designation Project Manager

- Coordinated with team members and ensured successful online and offline B2B marketing campaigns.
- Maintained all competitor activities and key developments in industry.
- Collaborated with external team members for website development and SEO.
- Monitored external agencies involved in email online campaigns and B2B branding activities.
- Evaluated all B2B online marketing initiatives and ensured compliance to all optimal quality standards.
- Performed research and maintained all digital developments for channel managers.

Organization Suffescom Solutions Pvt. Ltd.

Duration January 2016 – October 2016

Designation Digital Marketing & Internet Marketing Expert

- Ensured a strong presence of organization on social media and monitored functionality.
- Developed and implemented social strategies in coordination with all stakeholders.
- Monitored digital marketing initiatives and ensured compliance to budget and performed quarterly forecasts on plans.
- Negotiated with external suppliers of digital marketing and drafted contracts.
- Managed various digital marketing campaigns such as web marketing, email campaigns and online advertising on both web and mobile platforms.
- Developed and managed social media strategies in coordination with team members.

Organization Cogniter Technologies

Duration October 2012 – December 2015

Designation SEO & Internet Marketing Expert

- Managed on-site and off-site SEO for all company clients thus advancing front page organic and Google map rankings in a timely matter usually between 1-2 weeks per keyword.
- Developed and implemented interactive marketing strategies for about 15 clients that improved search engine performance, attracted users to websites and drove growth, resulting in annual traffic increases of an average of 23% year over year.
- Analyse data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI.
- Prepared website evaluations and marketing proposals that attracted new business, resulting in an increased annual budget of 54%
- Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties.
- Managed social media campaigns and day-to-day activities, including scheduling regular updates, engaging in dialogue, and answering questions when necessary.
- Remained current with industry trends to uncover new opportunities for clients websites.

CERTIFICATIONS

- Search Engine Optimization from eMarketing Institute
- Online Marketing Fundamentals from eMarketing Institute
- Digital Sales Expert Google Certified

MAJOR RESPONSIBILITIES

- Client Interaction
- Digital Marketing Campaign Management
- Brand and Business Optimization
- Project Roadmap Creation
- Providing Technical Support to Business Development Team.

PROJECTS

Project: Hitachi India Portal

Role: Project Manager

Responsibilities:

- Review and optimize the content to be uploaded on the website as per the finalized keyword list
- Manage website and help in bidding, keyword suggestions, recommend changes to website and content to boost rankings
- Identify trends and execute SEO campaigns
- User Journey optimization based on analytics data
- A/B testing, to understand how an altered variable affects audience or user engagement
- Perform industry and competitive analysis
- Analyse website analytics using relevant tools
- Manage Google Analytics and Google AdWords and recommend strategies to improve visitor traffic
- Oversee marketing lead generation
- Create, manage and monitor content in social media to spread brand and content
- Perform ongoing tracking and reporting on B2B marketing initiatives
- Develop and execute B2B marketing plans that include SEO, PPC, email campaigns, participation in industry conferences and events, webinars, and website updates
- Provide short and long term market forecasts, reports, and trends to assist business development in the acquisition of B2B clients

Project: Neuron7

Role: Project Manager

Responsibilities:

- Storyboard creation for product videos.
- Collaborated with video editing team to create videos.
- Optimize videos on YouTube Chanel.
- Coordinate with development team to implement.

Project: Hitachi US Portal**Role:** SEO Team Lead

Responsibilities:

- Researched keywords using Keyword Planner & conducted pre-submission analysis using KEI formula to determine potential value to gain most search engine traffic.
- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal results.
- Improved organic search results by increasing the search engine results page from 12 to number 2.
- Developed title tag, description of meta tags and highlighted and added relevant links to site.
- Received Certificate of Completion at Morris County College for Achieving Top Search Engine Positions class
- Managed social media campaigns and day-to-day activities, including scheduling regular updates, engaging in dialogue, and answering questions when necessary.
- Structured and managed multiple Google AdWords accounts providing a moderate to high quality score commentary.

Project: Molecular Devices, LLC**Role:** SEO Team Lead

Responsibilities:

- Researched and developed personal SEO tactics based on available data and trends using a combination of resources provided by on-site experience and authoritative SEO tools.
- Structured and managed multiple Google AdWords accounts providing a moderate to high quality score.
- Handled client relations to providing feedback, reports, and updates weekly.
- Due to my competitive research - we were able to fill a gap in the industry where users were searching but were not finding the 'best site'. Created an SEO rich and visual 'ready to wear' shopping experience.
- Initiated search engine optimization within each account to increase companies' page rank on all major search engines.
- Updated and monitored review sites for all derogatory commentary.

Project: ThreatMetrix**Role:** SEO Team Lead

Responsibilities:

- Perform industry and competitive analysis
- Analyse website analytics using relevant tools
- Researched keywords using Keyword Planner & conducted pre-submission analysis using KEI formula to determine potential value to gain most search engine traffic.
- Review and optimize the content to be uploaded on the website as per the finalized keyword list
- Identify trends and execute SEO campaigns

- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal results.
- Initiated search engine optimization within each account to increase companies' page rank on all major search engines.
- A/B testing, to understand how an altered variable affects audience or user engagement
- User Journey optimization based on analytics data

Project: Take Me Out: Match Making App

Role: Sr. SEO Executive and Digital Marketing Expert.

Responsibilities:

- Android App Store Optimization
- Social Media Optimization on Facebook, Twitter, and Instagram
- App Submission and optimization in other similar android app stores
- Paid promotion in Facebook, Instagram, and Google ads
- Identify trends and execute SEO campaigns
- Perform industry and competitive analysis
- Create, manage and monitor content in social media

Project: Aromis LLC

Website: <https://www.aromis.co/>

Role: Sr. SEO Executive and Digital Marketing Expert.

Responsibilities:

- Daily status reporting to the Project Manager.
- Social Media Optimization.
- Track conversion rates in google analytics.
- Blogging and content Optimization.
- Manage PPC Campaign.
- Implement and Track Goals.
- Facebook Add Management.
- Work with On-Page to improve website performance in to search engine.
- Internal linking for websites.
- Enhanced website visibility via off-page techniques
- Keywords Analysis

Project: Talygen CRM

Website: <http://talygen.com/>

Role: Sr. SEO Executive and Internet Marketing Expert

Responsibilities:

- Daily status reporting to the Project Manager.
- Task Management.
- Formulated and executed analytics strategies for properties.
- Implement and Track Goals in google analytics.
- Created effective On-Page and Off-Page work strategies.
- Social Media Optimization