

VIKAS SHARMA

SEO | Digital Marketing

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VPO- Dhankour, Ambala City



SUMMARY

Experienced and innovative SEO specialist with a track record of increasing organic website traffic using data-driven SEO research and optimization, white-hat techniques, and strategies. A growth minded strategic thinker dedicated to putting plans into action for increasing traffic, revenue, and the overall effectiveness of SEO programs.

STRENGTHS

Analytical Thinker

Utilized data-driven strategies to improve SEO performance by 35% in previous roles.

Excellent Communicator

Coordinated with cross-functional teams to align marketing goals, resulting in a unified and effective strategy.

Creative Content Creator

Developed engaging website content, including blog posts and pages, that increased site traffic by 25%.

SKILLS

SEO Best Practices	Local SEO	Ahrefs	Screaming Frog	SEMRush	Google Analytics
Google Search Console	Facebook Ads	Content Creation	ChatGPT		

EXPERIENCE

SEO EXECUTIVE

Xport Soft Technology

10/2021 - 06/2022 Ambala Cantt

Managed SEO campaigns for diverse clients.

- Worked closely with the marketing services leader, marketing services consultant, and other marketing professionals to develop and execute SEO campaigns.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goal.

SEO EXECUTIVE

TECHYBIZZ

06/2022 - Present Ambala City

Oversaw digital marketing strategies.

- Analyzed web analytics data to identify opportunities for improvement and optimization of website content.
- Identified areas where additional content could be created or improved upon for better ranking potential.
- Assisted with the creation of content marketing plans for various clients.
- Monitored competitor websites for changes in their SEO tactics and adjusted accordingly.
- Contributed to off-page optimization activities such as link building, link reclamation and outreach.

EDUCATION

•Bachelor Of Science (CS)

KUK University

📅 2016 - 2019 📍 Ambala City

LANGUAGES

English

Basic



Hindi

Native



KEY ACHIEVEMENTS

Boosted Organic Traffic

Developed an effective SEO strategy that boosted a client's organic traffic by 30% within six months.

Improved Search Engine Rankings

Implemented SEO best practices that improved a client's search engine rankings, resulting in increased visibility and traffic.

TRAINING / COURSES

Google Analytics Certification

A comprehensive course that covered all aspects of Google Analytics, from basic setup to data analysis.