# **Vishal Sharma**

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**Career Objective**

To work in dynamic, professional and enterprising environment which provide me the potential for advancement and increased IT skills, decision-making responsibilities through consistent learning under the business and IT leaders ,and making a significant contribution to the Organization to be an asset and carve a niche for myself whatever I undertake.

* 2007 – B-Tech in Computer Science: P.T.U, Jalandhar.
* 2001 – Higher Secondary Education (H.S.C): P.S.E.B.
* 1999 – Board of Secondary Education (S.S.C): P.S.E.B.

**Work Experience**

* Currently working as an SEO Team Leader at Morgan McKinley since Sep 2017.
* Worked as an Online Reputation Manager at Shaw Academy from Jan 2016 May 2017.
* Worked as a SEO Team leader at Guava Softs Pvt Ltd from Sep 2011 to Jan 2016.
* Worked as a SEO Team Leader at Vanilla Infotech Pvt Ltd from August, 2009 to Aug 2011.
* Worked as a SEO Analyst with E Solutions India Pvt Ltd from Sep, 2008 to july,2009.
* Worked as a Internet Marketing Executive with Virka solutions Pvt Ltd from Oct , 2007 to Aug 2008.

**Profile Summary**

* Create plan on campaign execution and timelines along with the campaign planner
* Conceptualize, design and execute marketing initiatives to extend awareness of key products
* Working closely with Product Managers and Marketing team to set online business direction, facilitate account growth and maintain alignment across teams.
* Handling websites of different kinds simultaneously and ranked high for most of targeted keywords in top searches.
* Recreate the content with innovative ideas that work for each marketing channel – social, web, events, content syndication, paid media platforms.
* Develop communications plan for promotion and dissemination of CoE and marketing content
* Develop corporate promotions and communications liaising with other departments and the Management Team
* Coordinate with external agencies to develop marketing and other digital artifacts
* Drive full client management and issue resolution
* Assess marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
* Identifying action items to improve key website performance goals.
* Providing technical consulting and training events to internal staff and clients regarding web analytics tools and tactics,
* Increasing site traffic through a mix of online promotional initiatives
* Creating e-marketing strategies and choosing cost-effective marketing methods
* Liaising with web development and design teams to ensure that navigational links are clear and easy to use. Ensure design and feel of a site is in line with the values of the brand
* Evaluating traffic patterns within the website and implementing tracking and management information systems to check numbers of visits to the site using Adobe Analytics/Google Analytics
* Developing appropriate reporting metrics and procedures to measure effectiveness
* Analyzing requirement and providing web promotions solutions, which involves Digital Marketing plans Operational strategies like SEO,SMM,Email & SEM.
* Constant research & up-gradation of knowledge regarding Search Engines and technologies.
* Have received appreciation from the top-level management for executing projects within the set time and demonstrating outstanding performance.
* Developing Digital Analytics reports and dashboards for use in communicating digital performance using Adobe Analytics/Google Analytics.

**Responsibilities:**

* Translating goals and objectives into actionable and measurable digital marketing programs.
* Delivering multichannel campaigns across SEO, web, mobile, and social media.
* Responsible to increase company’s reputation and increase the awareness about the company.
* Handling company's online presence in order to engage with prospects and existing customers.
* Work with Content Specialist, Web Specialists and Marketing Strategists to develop interactive experiences to increase engagement with marketing messages, optimize marketing materials from print to online delivery and drive traffic to content through SEO and emails both externally with our clients and internally with our sales teams.
* Work with content strategist, integrated marketers and design on email marketing campaigns and initiatives.
* Monitor trends in email marketing; utilize research and metrics to recommend improvement to our email marketing strategy.
* Countering Negative Feedback with positive one and Monitoring Social Media Pages of Company.
* Performing on-page audits and implementations
* Identifying key areas for improvement.
* Monitoring site performance to obtain trends.
* Tracks and analyzes number and quality of visitors to gauge effectiveness of the website.
* Monitors, compiles, analyze, and evaluate incoming website traffic.
* Performing Web data analysis based on business priorities.
* Generates reports on web traffic and trends and patterns including revenue, conversion, and marketing campaign performance.
* Providing web analytics reports, analysis, training & support to employees.
* Managing external partner relationships, including the search engines
* Keyword research, mapping and analysis;
* Identifying new traffic opportunities
* Recommending landing page changes to optimize conversion
* Utilizing performance and web analytics data to prioritize next steps for short- and long-term planning purposes
* Partnering with members of the creative team, marketing team, external departments and vendors to effectively and efficiently produce all projects.
* Optimizing search campaigns to achieve desired goals for traffic, conversions and profitability
* Guide internal and client teams in strategies and best practices
* Assist in current or new client business development and proposals
* Perform website analysis, consultation and additional services
* Stay abreast of latest trends in the industry with constant research in the Search Marketing community; recommending and implementing strategies accordingly
* Providing support to other production team members.

**Professional Skills**

* **Social media Tool –**Hootsuite, [SocialCrawlytics](https://socialcrawlytics.com/" \t "_blank),
* **Webmaster Tools:** Google Search Console, Google Analytics, Brightedge, Google Data Studio, SEMrush
* **Testing Tools:** W3C (HTML, XHTML, CSS), CSE HTML Validate
* **Multimedia:** Adobe Photoshop, Dreamweaver, Illustrator
* **Operating Systems**: DOS, WINDOWS 98/XP, WIN 2000,Window 7,Ubuntu
* **Packages:** Ms-Office, Open Office
* **Social Media Tools:** Hootsuite, Mentionlytics, Semrush
* **CMS Platforms** - Drupal, Wordpress
* **Web Analytics Tool -** Adobe Analytics, Google Analytics
* **Tagging Tools -** GTM & DTM
* **Adobe Tools -** Adobe Analytics, Adobe Experience Manager
* **Heatmap Tool** - Hotjar

**Hobbies**

* Listening Music
* Football
* Cricket

**Personal Information**

**Name: Vishal Sharma**

**Father’s Name: Sh. Sham S Sharma**

**Marital Status: Married**

**Nationality: Indian**

**Address Meena Niwas,Railway Station Road, Mahe,Pondicherry**

**I hereby declare that the information mentioned above is true to best of my knowledge and belief.**

**VISHAL SHARMA**