

Himanshu Mandhyan

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With 1.5+ years of experience, I specialize in driving organic traffic growth and enhancing online visibility for a range of businesses. Skilled in implementing strategic SEO initiatives that improve search engine rankings, increase website traffic, and boost conversions, I have a proven record of delivering measurable results in competitive industries. Passionate about staying current with emerging SEO trends and technologies, I consistently optimize digital marketing campaigns for maximum impact.

• WORK EXPERIENCE

Digital Marketing SEO Executive

Keploy

Sep 2023 – Present

Bangalore

- **Keyword Optimization:** Successfully ranked **20+ high-traffic keywords** on the first page of Google, **resulting in a 150% increase in organic traffic over one year.**
- **Content Strategy:** Developed and implemented content strategies that improved site engagement, **leading to a 50% increase in average session duration.**
- **Impression Growth:** Achieved a **60% increase in search engine** impressions by optimizing on-page elements, improving site structure, and implementing technical SEO best practices.
- **Click-Through Rate (CTR):** Enhanced **CTR by 25%** through effective meta tag optimization, compelling copywriting, and A/B testing of titles and descriptions.
- **Backlink Building:** Secured **50+ high-quality backlinks**, contributing to a **20% improvement in domain authority** and overall search engine rankings.
- **Analytical Reporting:** Utilized **Google Analytics and Google Search Console** to track, analyze, and report on SEO performance, providing actionable insights to stakeholders.

Digital Marketing (SEO) Intern

Tulasi Healthcare

Jul 2023 – Sep 2023

Gurugram, Delhi NCR

- **Backlink Building:** Creating web 2.0, Article Submission, Social Bookmark, Directory Submission, Image Submission, Guesting Posting, Local Listing, Social Sharing, Classified Sites, Forum Submission,

• SKILLS AND COMPETENCIES

- Digital Marketing
- Website Management
- Search Engine Optimization (SEO)
- SEO Auditing
- SEO Reporting
- Search Engine Marketing (SEM)
- WordPress
- Keyword Optimization
- On-page Optimization
- Off-page Optimization
- Site Analysis
- Keyword Analysis
- MS Office (Excel, PPT)

• TOOLS

- Yoast SEO
- Google Keyword Planner
- Google Search Console
- Semrush
- Ahrefs
- Screaming Frog
- Google Analytics
- Moz

• EDUCATION

Certificate Course, Digital Marketing Masterclass 4.0

Uppskill, Noida

Feb 2023 – Jul 2023

Bachelors in Commerce

State University of Allahabad, Uttar Pradesh

2018 – 21

Higher Secondary, Commerce

Allahabad Public School, Uttar Pradesh

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