

# HIMANSHU MEGHWAL

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## PROFESSIONAL SUMMARY

Growth-focused Digital Marketer and E-commerce Operator with 3+ years' experience driving organic and paid performance across SEO, marketplace operations, publishing ecosystems, and community-led channels. Skilled in AI workflow automation, Amazon KDP publishing, marketplace SEO (Amazon, Etsy, eBay), and multi-channel content distribution. Proven ability to optimize sales funnels, improve discoverability, and drive measurable ROI through data-backed execution.

## CORE COMPETENCIES

**Search & Content:** SEO (On-Page/Off-Page/Technical), Keyword Research, Content Strategy, Topical Mapping, Link-Building, Blog Optimization, YouTube SEO

**E-commerce & Marketplaces:** Amazon Marketplace, Etsy, eBay, KDP Publishing, Listing Optimization, Metadata, Category & Keyword Targeting, Product Research, Amazon Ads

**AI & Automation:** Workflow Automation, Content Generation, Keyword Clustering, Metadata Enrichment, Competitive Insights, Reporting Automation

**Advertising & Analytics:** Meta Ads, Amazon Ads, Google Analytics, GoogleSearch Console, A/B Testing, Audience Insights, Youtube Analytics

**Tools & Platforms:** WordPress, SEMrush, Ahrefs, Ubersuggest, HubSpot, Make.com, Canva, Google Tag Manager, Meta Business Suite, Amazon KDP, Etsy Seller, Amazon Ads, Screaming Frog

## PROFESSIONAL EXPERIENCE

### **Pushpa Arts Pvt. Ltd. | Brand - Varenthe | E-commerce Executive | Dec 2025 – Present**

- Managed product listings and marketplace SEO across Amazon, Etsy, and eBay to improve visibility and conversions.
- Conducted keyword research, competitor analysis, pricing, and category alignment to drive sales efficiencies.
- Coordinated listing updates, fulfillment workflows, and customer communication to improve

operational performance.

- Analyzed marketplace analytics to identify growth levers and product expansion opportunities.

#### **Pushpa Arts Pvt. Ltd. | Digital Marketing Executive | Nov 2024 – Present**

- Designed and executed SEO strategies (on-page, off-page, technical) to improve search rankings and organic traffic.
- Developed content calendars, blog pipelines, landing pages, and multimedia content.
- Optimized Google Ads/Meta Ads campaigns to support lead generation and ROAS improvement.
- Analyzed performance insights using GA + Search Console; recommended optimization actions to stakeholders.

#### **Pushpa Arts Pvt. Ltd. | Digital Marketing Intern | Jun 2024 – Oct 2024**

- Managed social media content calendars and engagement strategies.
- Executed backlink outreach campaigns and on-page optimization tasks.
- Produced periodic performance reporting and SEO improvement suggestions.

#### **Freelance | SEO + Social Media Management | Jan 2023 – Jun 2024**

- Handled a YouTube channel with 100K subscribers; supported content strategy, optimization, and community management.
- Managed SEO for NGO websites including on-page improvements, blogs, and keyword-based optimization.
- Executed organic social campaigns to improve engagement and reach across multiple platforms.

#### **Freelance | Growth & Publishing Consultant | Jan 2023 – Present**

- Handled Amazon KDP publishing for authors, including launch sequencing, metadata optimization, and category strategy.
- Executed keyword targeting, competitive positioning, pricing tests, and KDP Ads for ranking acceleration and organic sell-through.
- Built AI-assisted workflows for content generation, metadata enrichment, keyword clustering, and research automation.
- Provided end-to-end support for KDP listings including cover optimization, copywriting, and category refinement.

## **EDUCATION**

### **MCA**

**B.Sc. (Computer Science)**

Mohanlal Sukhadia University | 2022–2024

Mohanlal Sukhadia University | 2019–2022

## **STRENGTHS**

Data-Driven Decision Making | Research & Competitive Analysis | AI Automation | Problem Solving | Content & Storytelling | Cross-Functional Collaboration