

# HIMANSHU MEGHWAL

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## PROFESSIONAL SUMMARY

Strategic and results-driven **Digital Marketing Specialist** with over 2 years of expertise in **SEO, Content Marketing, and Social Media Strategy**. Proven track record of boosting organic traffic, improving search rankings, and driving brand visibility through **data-driven marketing campaigns**. Skilled in **WordPress, Google Analytics, Search Console, SEMrush, and HubSpot/Mailchimp**, with hands-on experience in **content calendars, lead nurturing campaigns, and multi-platform community growth**. Adept at analyzing insights, adapting to algorithm updates, and delivering measurable ROI.

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## CORE SKILLS

- **SEO & Analytics:** On-Page SEO, Off-Page SEO, Technical SEO, Local SEO, Keyword Research, Competitor Analysis, Backlink Building, Google Search Console, Google Analytics, SEMrush, Ahrefs, Ubersuggest
  - **Content Marketing:** Content Strategy & Calendar Development, Blog & Article Optimization, Storytelling, Copywriting, Infographic & Video Content Planning
  - **Social Media Marketing:** Instagram, Facebook, LinkedIn, YouTube Growth Strategies, Meta Business Suite (multi-account handling), Organic Growth, Community Engagement, Brand Awareness
  - **Email & CRM:** HubSpot, Mailchimp, Lead Nurturing Campaigns, Automation Workflows, A/B Testing
  - **Web & Tools:** WordPress, Canva, Google Tag Manager, MS Office
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## PROFESSIONAL EXPERIENCE

**Pushpa Arts Pvt. Ltd. – Udaipur, Rajasthan**

**Digital Marketing Executive | Nov 2024 – Present**

- Designed and executed **SEO strategies** (on-page, off-page, technical), improving website visibility and driving higher organic rankings.
- Led **content marketing initiatives**, including blog strategy, keyword-optimized landing pages, and engaging multimedia content.
- Improved **YouTube engagement and reach** through data-backed content optimization, community interaction, and consistent publishing.
- Optimized **Google Ads and Meta Ads campaigns** to maximize ROAS and lead generation.

- Monitored KPIs using **Google Analytics & Search Console**, providing actionable insights to stakeholders.
- Managed and optimized brand presence on **WordPress**, ensuring content alignment with SEO best practices.

#### **Digital Marketing Intern | Jun 2024 – Oct 2024**

- Handled **social media calendars** with consistent branding and engagement-driven strategies.
- Created SEO-focused blogs and optimized web pages for better discoverability.
- Executed backlink outreach campaigns, building high-quality links and improving domain authority.
- Produced performance reports, recommending improvements to campaigns and organic strategies.

#### **Freelance Website Seo and Social Media Handling | Jan 2023 – Jun 2024**

- Handled a YouTube channel with 100K Subscriber and help with Content Creation.
- Managed **SEO** of a NGO **websites**, performing on-page optimizations and publishing blogs for search visibility.
- Executed **social media campaigns** to improve organic reach and engagement.
- Delivered measurable results including increased organic traffic, improved search rankings, and stronger social presence.

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## **EDUCATION**

### **Master of Computer Applications (MCA)**

Mohanlal Sukhadia University – Udaipur, Rajasthan | Nov 2022 – Oct 2024

### **Bachelor of Computer Science (B.Sc.)**

Mohanlal Sukhadia University – Udaipur, Rajasthan | Aug 2019 – Aug 2022

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## **PROJECTS**

- **SEO Growth Case Study** – Increased website organic traffic by 60% within 6 months using technical SEO fixes, content optimization, and link-building strategies.
- **Student Marks Prediction Model** – Developed a predictive ML model in Python for analyzing academic performance.
- **University Chatbot** – Built an automated chatbot using HTML, CSS, JavaScript, and Python with MySQL integration to address student queries.

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## **STRENGTHS**

- Data-Driven Decision Making

- Strong Analytical & Problem-Solving Skills
- Creative Storytelling & Brand Building
- Adaptability to New Tools and Trends
- Effective Team Collaboration & Communication