

Ashish Kumar Sharma

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Summary of Qualifications

- I'm motivated **Digital Marketing specialist** up to 4.8m/years successful professional experiment
- Good communication, creative bilingual English in Search Engine Optimization
- Problem solving skills & client deliverables for carrying out various SEO/SEM campaigns.
- Able to combine web marketing and analyst talents with algorithmic skills focusing ROI
- Perfect understanding of the majors languages: html5, xml, css, rss, php, w3c standard
- Mastering all essentials SEO tools: Google Applications (Analytics, AdWords, Sites, Webmasters Toolkit, Google Adword, Facebook PPC Campaign), Xenu, semantically analysis and keywords search
- Passionate and always curious, experimenting with different media & steadily heading for new concepts

Professional Experience as a Digital Marketing Manager

Search Engine Optimization

- Managed search engine audit documents on client websites and make recommendations
- Conducted keyword research based highly relevant and trafficked keywords
- Suggested improvements for SEO: internal architecture, identify content gaps and communicate any new content opportunities
- Handled clients base and significantly raised rankings of client's websites within top 10 in major search engines (Google, Yahoo and MSN/Bing)
- Write end of month progress reports. Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions
- Undertake market and competitor research and analysis
- Keep up to date with current SEO technologies and tools
- Work with other SEO team to brainstorm new ideas and identify complex issues faced by new and existing clients
- Collaborating with stakeholders to ensure their content is SEO friendly
- Dealing with clients and provide instructions for site optimization through written communication, conference calls and meeting

- Keep up-to-date with search engine technology, SEO methods and news by participating in forums, reading blogs and white papers and attending industry events

Search Engine Marketing

- Managed and optimized campaigns across search engines to ensure goals are met
- Optimized Google analytics to track revenue performance of existing campaigns
- Managed PPC campaign budget more than \$9k per month
- Keep current with SEM trends and actively research, test and propose new approaches to improving campaign performance
- Provided recommendations and actively participate in landing page optimization
- Organized and planned the community management on social media: LinkedIn, Viadeo, Twitter, Facebook, Google+, Scoop it, Digg, Pinterest account

Work History

Team Leader

2018...

Br Softech.com (Main Website)

Sister website: **1.** <https://www.handicrunch.com/>

- Responsible for the execution of marketing campaigns and communications, following up on these projects, analyzing results and making recommendations.
- Research & Development: Continuous Research on Web 2.0 standards and latest developments in SEO methodologies and SEM, SMO, PPC, ASO and other SEO related tasks.
- Responsible to get lead on the basic of inbound & outbound Marketing on the daily bases
- Developed and executed advertising campaigns designed to increase site visibility and traffic, including advertising, promotional and event-related, among visitors, customers and business partners.
- Worked with ad agencies, coordinated promotions for the launch of our sites or promotions conducted in partnership with advertisers.
- Careful review of HTML and page layout Also to get top crowd review for a website
- Report of where current pages are ranked in the 3-search engines
- Front end content review and analysis and minor changes if needed to mirror the back end Meta tags
- ICO Marketing for Block Chain Companies.

2017	Digital Marketing Executive:	2016-
	Onsaz Jewellery Creation	
	Website: RasavJewels.com	
	RasavGems.com	
	<ul style="list-style-type: none"> ▪ Tracks and analyzes number and quality of visitors to gauge effectiveness of the website. 	
	<ul style="list-style-type: none"> ▪ Managing In-house Development Team, Reporting, Assign Task etc 	
	<ul style="list-style-type: none"> ▪ Developing and Executing Online Marketing Road Maps 	
	<ul style="list-style-type: none"> ▪ Monitors, compiles, analyze, and evaluate incoming website traffic. 	
	<ul style="list-style-type: none"> ▪ Tracks time spent at site. Researches, evaluates, and makes recommendations for purchase of web analysis software 	
	<ul style="list-style-type: none"> ▪ May work with marketing department to increase site's stickiness and reduce shopping cart abandonment rate. 	
	<ul style="list-style-type: none"> ▪ Understanding the customers' business objectives and strategic marketing plan 	
	<ul style="list-style-type: none"> ▪ Competitive analysis and review for main keywords and keyword phrases in search Engines 	

Sr. Seo executive		2014-2016
	Ninehertz India Pvt. Ltd	
	<ul style="list-style-type: none"> • Work on organic search engine optimization and websites promotion on major search engines like Google, Yahoo & Bing, Social networking, 	
	<ul style="list-style-type: none"> • Preparing Manual reports in Excel format for checking the ranking of sites in Search Engines 	
	<ul style="list-style-type: none"> ▪ Consolidate SEO recommendation on 2 Thousand website pages 	
	<ul style="list-style-type: none"> ▪ Finding Errors in website 	
	<ul style="list-style-type: none"> ▪ Resolving the Crawling Errors 	
	<ul style="list-style-type: none"> ▪ Resolving the duplicate meta tags from Google webmaster 	
	<ul style="list-style-type: none"> ▪ 	
	<ul style="list-style-type: none"> ▪ On page & off page Seo, Business review 	
	<ul style="list-style-type: none"> ▪ In change of search engine optimization for this site, achieving 15% av. growth per month and decrease the bounce rate of 28 % 	
	<ul style="list-style-type: none"> ▪ Organized the community management on all social media: LinkedIn, , Twitter, Facebook, Google+, Scoop it, Digg account 	
	<ul style="list-style-type: none"> ▪ Design and integrate B2C emailing production (15 emailings/ month) 	

Academic Credentials					
Examination	Discipline	School/College	Board/University	Year of Passing	Div.
M.C.A	Computer science	R.C.E.R.T College Jaipur	R.T.U (kota)	2014	1 st
B.C.A	Computer science	H.N.I.T college Ajmer	M.D.S University	2010	1 St
Intermediate	Arts	T.V.M school	R.B.S.E	2007	1 st
Matriculation	All Subjects	T.V.M school	Rajasthan board of Secondary Education	2005	

Certification \ Exp.			
S. No	Organization	Level/Duration	Designation/Certified
1.	NIIT	1	ALL India MERIT CERTIFICATE in APPITITUDE TEST
2	Google AdWords & Analytics certification	1	Google Certified 2018

IT Skill Set	
Languages FAMILIAR	Microsoft Office ,C, C++, C# , ,PHP,JAVA,.NET,
Technical Tools FAMILIAR	Visual c++, turboc3,.SUBLINE TEXT, window 7,window 8,
Database	MS- Access, MY SQL
Personal Dossier	
Date Of Birth	2-12-1989
Father's Name	Mr. YOGESH KUMAR SHARMA
Mother's Name	Mrs. KANTA DEVI
Marital Status	Single
Gender	Male
Languages Known	Hindi, English
Nationality	Indian
Hobbies	Reading Novels, listening & playing to music ,playing cricket , surfing on

----->I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

PLACE: jaipur

Ashish Kumar Sharma