

HIMANSHU BAJPAI

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EXPERIENCE

SUNRISE IT SOLUTIONS PRIVATE LIMITED

Lucknow, Uttarpradesh // *Content Executive* // 08/2016 – 08/2018

- Update blogs, website and social media as directed
- Help coordinate digital asset delivery for internal and external teams.
- Contribute to the idea creation of content pieces for in-house production
- Maintain YouTube channel by ensuring all videos have correct annotations, thumbnails, descriptions, etc. Organize and maintain playlists
- Update, maintain, and publish programming calendars and other reports.
- Experience in social media marketing, digital content production, community management, and digital asset management
- Proven competency across social platforms, including YouTube, Facebook, Twitter, Instagram, and Google
- Familiarity with content management systems, especially WordPress, and the ability to master a new CMS quickly
- Experience with digital asset management, video, image and audio file types and specs, and various file transfer services
- Moderate competency with Photoshop—the ability to create graphics using existing templates, edit existing graphics to fit given specs, etc
- Proficient with Microsoft Office and Google Drive

MUGGHAM.COM

Lucknow, Uttarpradesh // *Co Founder* // 08/2018 – 08/2020

- Founded own Brand Muggham.com.
- Handling Complete Marketing, Social Media, Advertising, Ads and Content Planning.
- Website Management, SEO, Listing.

VEDANTU INNOVATION PRIVATE LIMITED

Bangalore // *Content Lead* // 09/2020 – 03/2021

- Advising on the development of content strategies and providing ideas for engaging audiences
- Handling a team of SMEs for Physics, Chemistry, Mathematics and Biology.
- Collaborate with the editorial team, contributing to existing products, and helping to shape the content.
- Keep up-to-date regarding digital learning and teaching developments, standards and methodologies.

GRADESTACK LEARNINGS PRIVATE LIMITED

Noida, Uttarpradesh // *Associate Manager (SEO Growth and Marketing)* // 03/2021 – present

- Identify relevant traffic-driving keywords and build/refresh keyword strategies.
- Identify ways to improve Traffic for existing website pages.
- Tracking Traffic for various Categories - GATE, CAT, UPSC and UPPSC.
- Handling a team of content writers & interns.
- On-Page & OFF-Page SEO.

- Campaign Mangement.
 - SEO Audit - Google Search Console & Google Analytics.
 - Handling Push Notifications & Email Notifications - CRM
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SKILLS

- Google Search Console
 - Asrefs Keyword Manager
 - Google Keyword Planner.
 - Google Data Studio
 - Google Analytics MOZ
 - Ubersuggest.
 - Google Tag Manager
 - Social Media Advertising
 - Copy Writing Content Strategizing
 - Technical SEO
 - Keyword Research
 - Campaign Launching
 - Wordpress
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EDUCATION

JAYCESS PUBLIC SCHOOL, RUDRAPUR

High School // 2010 – 2011

- Secured 81.7 % Marks

INTERMEDIATE

12th - Intermediate // 2011 – 2012

- Acquired 68.6 % of Marks

D R BHIM RAO AMBEDKAR UNIVERSITY AGRA

Bachelor Of Engineering // 2012 – 2016

Acquired 75.05 % of Marks