|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Vishal Sharma  Data Associate 2     |  | | --- | | **Contact** |     Address  Vadodara, India 390022  Phone  9924459699  E-mail  omgitsvishal@gmail.com  LinkedIn  https://www.linkedin.com/in/vishal-sharma-00368515     |  | | --- | | **Technical Profile** |      * **Adobe Illustrator** * **Adobe Photoshop** * **Canva** * **Social media sites** * **Microsoft Office** * **Basic** * **Google Drive**      |  | | --- | | **Competencies** |     Typing [60] wpm    Advanced  Adobe Illustrator    Intermediate  Adobe Photshop    Upper intermediate  Search Engine Optimization    Elementary  Social media Marketing  Pay Per Click  Canva | Creative Graphic Designer with talent for developing unique custom artwork. Innovative approach to ideas and concept development. Offering 7 years of expertise overseeing individual projects and brand development. Detail-oriented, organized and meticulous employee. Works at fast pace to meet tight deadlines. Enthusiastic team player ready to contribute to company success. Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 7 years of industry success.     |  | | --- | | **Work History** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2020-08 - Current |  | **Sr. Graphic Designer**  *Numerator India Pvt Ltd, Vadodara*   * Developed creative design for print materials, brochures, banners, and signs. * Completed final touches for projects such as images sizes and font selection. * Created digital image files for use in digital and traditional printing methods. * Met with customers to present mockups and collect information for adjustments. * Researched trends and projected industry changes to capitalize on emerging opportunities. * Collaborated with content and marketing teams to confirm design compliance with brand guidelines. * Completed in-depth product design tests using updated software tools. * Implemented design feedback from customers and internal stakeholders to improve project outcomes. * Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials. * Worked with design systems to develop and present prototypes for focus group evaluation. * Completed final touches for projects before rollout. * Employed design fundamentals when selecting typography, composition, layout, and color in design work. * Developed creative design for print materials, banners and signs. * Edited and enhanced existing artwork and graphics. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2019-10 - 2020-08 |  | **Sr. Graphic Designer**  *HIPL Technologies Pvt Ltd, Vadodara*   * Completed final touches for projects such as images sizes and font selection. * Met with customers to present mockups and collect information for adjustments. * Created digital image files for use in digital and traditional printing methods. * Developed creative design for print materials, brochures, banners, and signs. * Researched trends and projected industry changes to capitalize on emerging opportunities. * Completed in-depth product design tests using updated software tools. * Collaborated with content and marketing teams to confirm design compliance with brand guidelines. * Developed creative design for print materials, banners and signs. * Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials. * Mentored junior designers and provided design guidance to improve standards of overall team output. * Worked with design systems to develop and present prototypes for focus group evaluation. * Completed final touches for projects before rollout. * Designed creative digital displays used in online advertising for local businesses. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2019-04 - 2019-09 |  | **Graphic Designer**  *Cp Signs Pvt Ltd, Ahmedabad*   * Developed creative design for print materials, brochures, banners, and signs. * Created digital image files for use in digital and traditional printing methods. * Completed final touches for projects such as images sizes and font selection. * Met with customers to present mockups and collect information for adjustments. * Developed creative design for print materials, banners and signs. * Collaborated with content and marketing teams to confirm design compliance with brand guidelines. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2015-01 - 2019-04 |  | **Graphic Designer**  *Vistaprint Technologies Pvt Ltd, Vadodara*   * Developed creative design for print materials, brochures, banners, and signs. * Created digital image files for use in digital and traditional printing methods. * Completed final touches for projects such as images sizes and font selection. * Met with customers to present mockups and collect information for adjustments. * Recreate Designs Like Banner, Business card printing Materials. * Completed in-depth product design tests using updated software tools. * Developed creative design for print materials, banners and signs. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2023-03 - 2023-12 |  | **Learning Digital Marketing**  *Traininginseo, vadodara*   * Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks. * Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data. * Utilized Google Analytics to set up, monitor and analyze content success and identify opportunities for content improvement. * Gathered campaign results and developed reporting dashboard to illustrate campaign effectiveness. * Mentored employees on industry best practices and job-specific marketing tasks to support quality deliverables. * Planned and executed web, SEO, database marketing and social media advertising campaigns. * Created and distributed monthly SEO reports to notify clients of site traffic, goals and KPIs. * Created email blast campaigns to target key customers. * Developed and executed multiple print and digital marketing efforts to enhance brand visibility. * Implemented pay-per-click campaigns to increase website traffic and conversions. * Generated reports to monitor and analyze website performance, search engine rankings, or domain authority. * Monitored and evaluated website analytics to identify trends and opportunities for improvement. * Devised effective link-building campaigns to increase website authority and visibility. * Helped clients develop website portals and social media pages to promote businesses. * Researched and analyzed industry trends to inform search marketing strategies. * Boosted reach by creating digital content, managing scheduling, maintaining social media accounts and reporting analytics to measure engagement. * Managed social media accounts on day-to-day basis to increase company recognition by creating engaging content. * Increased user base by promoting brand awareness and launching key marketing efforts. * Collaborated with sales, product management, and web development teams to create specific marketing campaigns across multiple platforms. * Strategized and developed video content for client's website and social media publications. * Trafficked advertisements to target audience using specific algorithms for focused exposure. |      |  | | --- | | **Education** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2012-06 - 2015-07 |  | **BCA: Bachelors in Computer Application**  *MSU -* Vadodara | |

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