

# HIMANSHU RAWAT

## DIGITAL MARKETING EXECUTIVE

### OBJECTIVE

To utilize my knowledge of digital marketing and skills in developing effective marketing strategies to drive business growth and improve customer engagement. I am passionate about utilizing the latest digital technologies and trends to create compelling content, enhance user experience, and maximize ROI for the organization."

### EDUCATION

Indra Gandhi National Open University

- Pursuing Bachelor of Commerce 2020/2023

Kerala Education Society Senior Secondary School

- 12th Passed CBSE Board - 2020
- 10th Passed CBSE Board - 2018


### PERSONALITY TRAITS


- Proactive
- Disciplined
- Detail Oriented
- Flexible
- Process Oriented


### LANGUAGES

- English - Proficiency
- Hindi - Proficiency

### CONTACT

 [7982837274](tel:7982837274)

 [hirawat2002@gmail.com](mailto:hirawat2002@gmail.com)

 <https://www.linkedin.com/in/hirawat2002>

### TECHNICAL SKILLS

1. Social Media Optimisation (SMO)
2. Search Engine Marketing (SEM)
3. Search Engine Optimisation (SEO)
  - On-Page Optimisation
  - Google Webmaster
  - Off-Page Optimisation
4. Email Marketing
5. Online Reputation Management (ORM)
6. Video Marketing

### TOOLS

- Canva
- WordPress/HTML
- Semrush/Ahrefs
- Google Analytics/Search Console/Google Cloud/ Google AdWords

## EXPERIENCE

### SEO Executive (May 2023 - Present)

*PNJ SharpTech, Noida*

- Worked on multiple projects, including in-house as well as the company's projects, and also developed and implemented good and effective SEO strategies to improve website traffic.
- Conducted thorough keyword research and analysis to identify high-potential keywords for optimization.
- Optimized website content and meta tags for targeted keywords to improve search engine visibility.
- Utilized Google Analytics and Search Console to track website traffic and performance.
- Used Meta Business Suite and Responsible for managing all social media handles of clients as well as company to increase engagement and reach.
- Coordinating with the designers and Content writers for creatives, Featured images and content publishing
- Conducted link building and backlink analysis to improve domain authority .
- handling interns to guide and help them achieve the required goals.

### SEO Trainee (Nov 2022 - May 2023)

*BW Businessworld Pvt. Ltd, Connaught Place*

- Developed and implemented good and effective SEO strategies to improve website traffic from 1.97 Lakh to 5.1 Lakh and boost search engine rankings.
- Conducted thorough keyword research and analysis to identify high-potential keywords for optimization.
- Optimized website content and meta tags for targeted keywords to improve search engine visibility.
- Utilized Google Analytics and Search Console to track website traffic and performance.
- Managed social media accounts to promote website content, events and increase online engagement.
- Managed and promoted more than 10 events for the company over LinkedIn and other Social Media Platforms..
- Coordinating with the designers and editorials for creatives, banners, and content publishing
- Conducted link building and backlink analysis to improve domain authority (73-75) .

## DECLARATION

I hereby declare that the details and information given above are complete and true to the best of my knowledge.

**Date :**

**Signature Place :**

### Digital Marketing (Dec 2022 - Nov 2022)

*Freelance*

- Responsible for improving the social media presence and reach of the posts for clients.
- Creating a blogging and service website for clients using WordPress and Shopify
- To look over the on-page SEO and technical SEO aspects of websites too.
- Producing new content as well as posting it yourself with the help of tools like Canva, Photoshop, and Premier Pro.
- Used tools like Meta Business Suite and YouTube Studio to track the campaigns and analytics of social media.
- Also used Google Analytics to track traffic for websites and Google Search Console to track the issues and overall health of the websites.

## ACHIEVEMENTS

- Represented School in Football Competition in Year 2017 & 2019
- Represented School in Kabbadi Competition in Year 2016 & 2018
- Also participated in various activities like singing, dancing and marathon during Schooling Years.

## HOBBIES

- Sports Activities
- Music
- Content Creation
- Singing

## PERSONAL INFORMATION

- Name : Himanshu Rawat
- Father's Name : Girish Singh Rawat
- Date of Birth : 28/09/2002
- Gender : Male
- Relationship : Single
- Nationality : Indian