

# RASHMI SHARMA

Google Analytics & AdWords Certified

## Contact

Email: [rsharma05@gmail.com](mailto:rsharma05@gmail.com)

Phone: 9811269912

---

## SUMMARY

Results oriented digital marketer with 20 years of experience in online marketing, branding and online reputation management with an emphasis on SEO and consumer usability. Significant experience leading a team that includes Sr. SEOs, Jr. SEOs, web developers, web designers and content writers.

**TOTAL EXPERIENCE:** 22 Years (approx.)

**EXPERIENCE IN ONLINE MARKETING:** 22 Years (approx.)

## + EMPLOYMENT HISTORY

### • Freelance Digital Marketing & Web Development Consultant (June 2020 to till date)

- Set up and managed entire online marketing strategy for clients (SEO,SEM, SMO,ORM, PPC & Email Marketing).
- Managed content calendar for social accounts across multiple platforms
- Define and implement routine for marketing campaigns.
- Landing page optimization with A/B testing
- Nikom.in (SEO), aanchalikkhabre.com (youtube channel optimization from scratch), greenworms.org (Linkedin Marketing), forms.design (Web Development)

### • Teaching Digital Marketing at Sri Ram Computer Education (January 2020 to 2022)

### • Digital Marketing Consultant at Jubixx (January 2017 to May 2020)

- Business Development for digital marketing projects from upwork & email marketing.
- Set up and managed entire online marketing strategy for clients (SEO,SEM, SMO,ORM, PPC & Email Marketing).
- Client handling through emails and skype.
- Managed content calendar for social accounts across multiple platforms
- Define and implement routine for marketing campaigns.

## + ONLINE MARKETING SKILLS

- Strategic Planning
- Digital Asset Management
- SEO
- Paid Acquisition (Google Ads, Facebook, Instagram, Youtube, LinkedIn)
- Social Media
- Online Brand Identity
- ORM
- Research & Analytics
- Project Management
- Blog Creation & Marketing
- Process Improvement
- Conversion Rate Optimization
- Content Writing

## + SEO TOOLS

- Link Assistant
- Google Analytics
- HTML Validator
- Google Page Speed
- Google Search Console
- Pingdom
- Google Keyword Planner

- Landing page optimization with A/B testing
- Built digital marketing team from scratch
- Managing team ROI
- Responsible for managing team of Online Marketing

**Extra Responsibility:** Responsible for timely delivery of web development projects also.

**Few of Projects:** theluxurytrainsofindia.com (PPC & SEO), bajajindianhomestay.com (SEO), perfecttravels.com (SEO), arshaircool.com (PPC), saitmgurgaon.com (strategic planning, Facebook page maintenance, Email Marketing ), MojoPanda.com (Basic Site Optimization), Ionlifeindia.com (PPC & SEO), srceducation.in (facebook PPC)

#### • **Internet Marketing Manager at Deal4Loans ( April 16 to Dec 16)**

- Fully responsible from strategic building to execution
- Managed all company websites
- Responsible for Strategic Planning for SEO, SMO, PPC & Email Marketing
- Managing team of SEO, writers, developers & designers
- Responsible to increase digital traffic on website
- Define and implement routine for marketing campaigns

**Website:** [deal4loans.com](http://deal4loans.com), [loansninsurances.com](http://loansninsurances.com), [www.emicalculator-india.com](http://www.emicalculator-india.com), [wishfin.com](http://wishfin.com)

#### • **SEO Manager at Nikom InfraSolutions (Jan 14 to Mar 16)**

- Responsible for managing team of marketing including telemarketing and cold calling
- Responsible for Keyword Research, Strategic Planning and execution for SEO, SEM, SMO & ORM
- Make and optimize profile on 'Google My Business'
- Execute & Manage social media engagement strategies.
- Managed content calendar, content creation and social accounts.
- Boosted significantly the number of followers on Twitter, friends on Facebook.
- Responsible to increase digital traffic on website
- Define and implement routine for marketing campaigns
- Provide detailed monthly and quarterly results overviews to management
- Generate inquiries through email marketing

- Site Analysis Tool Xenu
- Google trends
- MOZ
- WebCEO
- SEMrush
- GTmetrix
- Screaming frog
- Google AdWords

#### **+ SMO TOOLS**

- HootSuite
- BuzzBundle
- Tweetdeck
- bit.ly
- Howsociable

#### **+ OTHER SKILLS**

- HTML5
- CSS
- Bootstrap
- PHP
- Wordpress

#### **+ COMPUTER PLATFORM**

- Notepad++
- Macromedia Dreamweaver

**Company Website:** nikom.in

• **Team Lead at SynapseIndia (July 09 to Dec 13)**

**Main Job Responsibilities :**

- Responsible for Strategic Planning for SEO, SMO & ORM
- Execute & Manage social media engagement strategies.
- Managed content calendar, content creation, editing for network of blogs and social accounts.
- Boosted significantly the number of followers on Twitter, friends on Facebook.
- Boosted company page on LinkedIn for many clients and Improved Post performance, Page Reach, Engagement Rate, Followers
- Run paid ads on various social networks like Facebook, LinkedIn
- Responsible for launch & growth of new business products & online properties
- Maintain and grow brand value and social media presence
- Define and implement routine for marketing campaigns
- Provide detailed monthly and quarterly results overviews to management
- Provide recommendations on improvement of marketing efficiencies and effectiveness.
- Responsible for lead and traffic generation from SEO
- Landing page optimization with A/B testing
- Tracking website performance using Google Analytics & Google Webmaster tool.
- Provide pre sales proposals to clients.
- Leading the team of 10 members.
- Built SMO team from scratch
- Managed to increase the number of projects in team.
- Handle client projects, client communication and ensure timely delivery.
- Managing team ROI
- Responsible for managing team of Online Marketing

**Few of Projects :** [www.synapseindia.com](http://www.synapseindia.com), [www.synapse.co.in](http://www.synapse.co.in), [www.synapseco.com](http://www.synapseco.com), [www.synapseinteractive.com](http://www.synapseinteractive.com)

**ACHIEVEMENT :** Many times Got Award of Best Employee of the Month

• **Asst. Manager - SEO at Dimension India Networks (Oct 06 to Jun 09)**

**Main Job Responsibilities:** Leading the SEO team of 10 members & Content Writing team of 15 members, Managing team of web designers, Keyword Analysis & Selection, Preparing Proposals for Clients, Responsible for all on-page and off-page website optimization, Web Analysis, Providing training to fresher & support to junior SEOs, Project Coordination with team & clients, Reporting to MD.

**Few of Projects:** [www.clearone.com](http://www.clearone.com), [www.marketstar.com](http://www.marketstar.com), [www.isdl.ie](http://www.isdl.ie), [www.agiware.com](http://www.agiware.com), [www.dimensioni.net](http://www.dimensioni.net), [www.dimensioniseo.com](http://www.dimensioniseo.com), [www.dimensionicad.com](http://www.dimensionicad.com), [www.dimensionigis.com](http://www.dimensionigis.com), [www.conferindia.com](http://www.conferindia.com), [www.dimensionindia.com](http://www.dimensionindia.com), [www.niceone.ie/websitedesignireland](http://www.niceone.ie/websitedesignireland)

**•Internet Marketing Executive at Tropical Herbal Product Co Ltd /**

**St. Herb Cosmetics International Co., Ltd. (March 03 to Sep 06)**

**Main Job Responsibilities :**

Internet Data Research, Internet Marketing Survey, SEO for various Search Engines, Online Customer Support, Preparation of Pre Export Documentation, Promotional material preparation for Export Brand (E-catalogue, Product Details, Mechanism, E-Mailers etc), Commercial Presentation, Management of Business Websites, Email Marketing, Business Development

**Few of Projects :** [www.stherb.com](http://www.stherb.com), [www.puerariathai.com](http://www.puerariathai.com), [www.puerariamirifica.com](http://www.puerariamirifica.com), [www.tropicalherbal.com](http://www.tropicalherbal.com)

**ACHIEVEMENTS**

Participated in Asia Health & Beauty Exhibition 2004, Bangkok, Thailand

**PROFESSIONAL QUALIFICATION**

- 2.5 year Diploma in E-Commerce Solution Studies from TATA INFOTECH LTD, New Delhi.
- DBA from National Institute of Management affiliated from Govt. of Maharashtra.
- MBA from National Institute of Management affiliated from Govt. of Maharashtra.

**STRENGTHS**

- Achievement oriented with excellent people management skills & ability to manage change with ease.
- Proven strength in problem solving, coordination and analysis
- Interpersonal, learning & organizing skills matched with the ability to manage people effectively.

**DECLARATION**

I consider myself familiar with all web promotion aspects. I am also confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge.

**(RASHMI SHARMA)**