



Ankit Sharma

Gurugram HARYANA
7015850433
ankitpanditarp@gmail.com

Skills

- Competitor Analysis
- On Page
- Off Page
- Link Building
- Technical SEO
- Local SEO
- SEO Tools

Languages

Hindi
English
Punjabi

I aspire to join an innovative organization where my creativity, expertise, and passion align with modern trends, enabling personal growth and contributing to collective success. I bring proficiency in market analysis, advanced expertise in keyword research, and comprehensive knowledge of Organic SEO, including On-Page, Off-Page, and Technical SEO strategies.

Work History

Senior SEO Analyst

BalloonStreet.ae, Gurgaon, India May 2024 - Current

- Designed and executed data-driven SEO strategies, resulting in improved keyword rankings and significant organic traffic growth for BalloonStreet.ae.
- Conducted comprehensive on-page, technical, and content audits to enhance website performance and search engine compliance.
- Built high-quality backlinks through targeted outreach and partnerships, boosting domain authority and search visibility.
- Optimized user experience by improving Core Web Vitals, mobile responsiveness, and page load speeds.
- Leveraged analytics tools like Google Analytics and Search Console to monitor performance, identify opportunities, and drive continuous optimization.

Senior SEO Executive

Fnp.com/Fnp.ae, Gurgaon, Haryana November 2023 - April 2024

- Led e-commerce SEO initiatives, including keyword research, onpage optimization, link building, local listing, and increasing organic traffic
- Performed comprehensive reviews and optimizations across site categories, including Cakes, Flowers, Valentine's, Mother's Day, and City and Other Pages Category, to boost keyword rankings for trending topics

Senior SEO Analyst

Bloomsvilla.com, Bangalore, Karnataka January 2022 - October 2023

- I have been a part of the SEO team lead at bloomsvilla.com for the past 1.5 years, gaining valuable experience
- Managing team members and assigning tasks to them
- Checking the quality assurance of deliverables by the team
- Coordinating content, design, social media, and other activities
- Preparing On-Page Analysis reports, Competitor Analysis, Initial Website Analysis, Keyword Research, and Tracking Sales

SEO Executive

Winni.in, Chandigarh, Haryana August 2019 - December 2021

- I worked as an SEO Executive for 2.5 years at Winni.in the Company's Chandigarh branch
- Implement a variety of On-Page, Off-Page, and Technical SEO strategies to enhance search engine rankings, utilizing a range of

SEO tools, including Google Analytics (GA), Google Search Console (GSC), and Google Keyword Planner skills

- Perform SEO site audits to identify and resolve technical and onpage SEO issues
- Develop and implement link-building strategies using various tools for Competitor Analysis, such as Ahrefs, Semrush, and Page Speed Insights & more

SEO/SMO

*Glimmers Point LLP, Ambala,
Haryana*

February 2019 - July 2019

- Overall, my internship experience at GlimmersPoint provided me with a solid foundation in SEO principles, techniques, and best practices
- I gained practical skills and knowledge that I am eager to apply in future digital marketing and SEO optimization roles

Education

Kurukshetra University at Kurukshetra, HARYANA

BCA in Computer Engineering July 2018

SJPP Polytechnic Damla at Yamuna Nagar, Haryana

Diploma in Computer Engineering in Computer Engineering
May 2015

Board of School Education at Yamuna nagar, Haryana

+2 Non Medical in 12+ PCM May 2013

Haryana High School at Yamuna nagar, Haryana

10th in 10th Grade April 2011

Hobbies and Interests

- Sports: Playing team sports demonstrates teamwork and competitiveness.
- Traveling: Indicates curiosity, adaptability, and exposure to different cultures.
- Outdoor Activities: Hiking, camping, or fishing demonstrate an active lifestyle and love for nature.

Personal Information

- Citizenship: India
- Date of Birth: 08/08
- Gender: male
- Marital Status: unmarried