

# NIKITA SHARMA



## Degree

Premium Program in Digital Marketing  
from Internet Marketing School,  
Kolkata (2022)

## Technical Expertise

- On-page SEO
- Off-page SEO
- Keyword research
- Link building
- Google Analytics
- Search Console
- Uber suggest
- SEMrush
- Canva
- MS-Excel
- Ahrefs
- Screaming frog
- Moz
- Keyword Planner
- SEO Extension

## Email

[thenikitasharma.ns@gmail.com](mailto:thenikitasharma.ns@gmail.com)

## LinkedIn

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

Results-driven SEO specialist with a proven track record in boosting website rankings, traffic, and revenue through strategic keyword research and innovative digital strategies. A growth-focused professional dedicated to delivering impactful SEO solutions for long-term success.

## Experience

### SEO Marketing Strategist, The Silverlabs India Pvt Ltd (June' 24 to Nov' 24)

- Review and optimize blog content and landing pages for SEO to improve visibility and drive organic traffic, Ensure content aligns with targeted keywords, search intent, and user experience.
- Conducting keyword research, optimizing website content, and performing on-page and off-page optimization techniques to enhance visibility and search engine rankings.
- Conduct regular keyword research to discover high-performing keywords relevant to the business, Analyze competitor strategies and identify gaps to leverage in the company's SEO approach.
- Build & Implement Link Building Strategies: Develop detailed strategies to get more traffic, higher rankings on SERPs (Search Engine Ranking Pages), and build valuable backlinks from authoritative sites by outreach, guest posting or content syndication.
- Work closely with the web development team to ensure SEO best practices are integrated across the website. Resolve technical SEO issues such as site speed, mobile-friendliness, and crawlability and Keep up with the latest SEO trends, algorithm updates, and tools to maintain a competitive edge.

### SEO Specialist, Borderless Access Pvt Ltd (March' 23 to April' 24)

- Developing and implementing effective SEO strategies to improve organic search rankings and drive traffic to the company's website.
- Conducting keyword research, optimizing website content, and performing on-page and off-page optimization techniques to enhance visibility and search engine rankings.
- Collaborating with cross-functional teams, including content creators, web developers, and designers, to ensure SEO best practices are integrated into website design and content creation processes.
- Build & Implement Link Building Strategies: Develop detailed strategies to get more traffic, higher rankings on SERPs (Search Engine Ranking Pages), and build valuable backlinks from authoritative sites by outreach, guest posting or content syndication.
- Staying up-to-date with industry trends and best practices in SEO, and continuously evaluating and recommending new tools and techniques to optimize campaign performance and achieve business goals.

## Personal Details

### Date of birth

1<sup>st</sup> December 1995

### What'sapp

+91-9708338584

### City

Hyderabad, Telangana

## Web marketing executive, Data Bridge Market Research (Aug'21 to Feb'23)

Member of the In-bound team, which is responsible for Developing and implementing digital marketing strategies

### Responsibility:

- Performed detailed keyword research in order to identify and analyse current market trends.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals.
- Executed Off page operations - Bookmark, Classified Ads, Article Post, Blog Post, Image Submissions, PPT, PDF, Infographic, Video Creation and Submission, Social Sharing, Profile Creation, Forum Posting, Guest Post etc.
- Executed On page operations - Meta Properties- Title, Description, URL. Keyword Targeting in Content, XML Sitemap, HTML Sitemap, Robots.txt, Keyword Research, Website Verification.

## Degree

- Certified in Premium Program in Digital Marketing from Internet Marketing School, Kolkata (June'21 – Jan'22)