



# TILAK SHARMA

SEO EXPERT

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## OBJECTIVE

To explore new work objectives and achieve SEO & Ads targets, I am looking for a remote position in an SEO or PPC company.

## EDUCATION

### BBA

Sanghavi Institute of management and science

2018 - 2021

### Higher Secondary Education

Alpine Public School

2018

## ABOUT ME

Passionate about the dynamic world of digital marketing, I am a curious marketer continuing to leverage my skills in creating impactful online campaigns. With a solid foundation in marketing principles and a knack for staying updated with the latest trends, I'm excited to contribute fresh ideas and strategies to drive brand success in the digital sphere.

## WORK EXPERIENCE

October 2023- Present

Jellie Digital (Remote)

### SEO Project Manager

- Worked with the SEO team on the projects involving the On-Site and Off-Site Management.
- Led the completion of Technical SEO for the clients.
- Involved in the operational aspects of the project.

April 2022- August 2023

Boostonline Advertising (Remote)

### SEO Team Lead

- Managed and optimized SEO strategies for multiple accounts.
- Conducted keyword research and analysis to determine the most effective keywords for organic search engine optimization.
- Monitored websites performance using web analytics tools such as Google Analytics.

# LANGUAGE

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- English
- Hindi

# SKILLS

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- ON Page & Off Page
- Technical SEO
- Local SEO
- Research & Reporting
- Content Mangement/Marketing
- Google Ads
- Facebook & Instagram Ads
- Project management
- Google Tag Manager
- Google Analytics
- Google Data Studio

# TOOLS EXPERTISED

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- BrightLocal
- Google Analytics 4
- Google Data Studio
- Semrush
- Google Search Console
- Looker Studio
- Ahref
- Screaming Frog
- Google Ads
- Canva
- SEO Quake
- MOZ

April 2021 - March 2022

Lincology Pvt Ltd.

## SEO Specialist

- Developed on-site body content, meta descriptions,
- and page titles in support of SEO strategies.
- Optimize keywords use and effectiveness.
- Completed daily, weekly, and monthly tracking reports for traffic and keyword performance.

Jan 2019 - March 2021

Unicorn SEO Service

## SEO Specialist

- Managed backlink strategy for clients and increased the DA/DR of clients by 42%.
- Created backlinks for the clients via different process like Citation, Image sharing and Guest Post.
- Conducted extensive keyword research, selection and reporting.

## ACHIEVEMENT

### Google analytics

<https://skillshop.credential.net/5a24a9fa-9acd-425c-9fca-7395e096045b>