

ESHAN SHARMA



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Bangalore, India

PROFESSIONAL SUMMARY

Results-driven Brand Manager develops and implements successful marketing plans and brand strategies. Utilizes customer insights to develop creative strategies that drive customer loyalty and brand recognition. Successful marketing leader with proven accomplishments in driving growth and increasing profits. Articulate and driven leader with high energy and engaging personality. Hardworking team builder motivational in maximizing personnel performance and surpassing business objectives.

SKILLS

- Video Content Production
- Digital Content Management
- Semrush, Ahrefs, Screaming Frog
- SEO Best Practices
- Google Analytics
- Link Building
- Shopify, Wordpress, Woocommerce
- Concept Promotions
- Social Media Expertise
- ROI Assessments
- SEO Strategy and Execution
- Brand Strategy
- Budgeting and Allocation
- B2B Sales
- Social Media Content Creation

EDUCATION

Google

Online • 2016

Fundamentals of Digital Marketing :

Overall Digital Marketing

INSTITUTE OF PROFESSIONAL EDUCATION & RESEARCH

BHOPAL • 06/2020

Bachelor of Commerce :

Marketing And Accountancy

Scholars Home Public School

Bhopal • 2017

XII

GPA: 74.75% 70.00%

Scholar's Home Public School

Bhopal • 05/2015

High School Diploma

WORK HISTORY

Meesho - Link Building Analyst

Bangalore • JAN 2022- Sept 2023

- Actively Created Backlinks
- Built relationships with relevant bloggers to secure high-quality links
- Focus on implementing strategies to gain high-quality backlinks
- Built and maintaining strong client relationships to drive business

Rentozo - SEO Specialist

Bhopal • Jan 2021- Dec 2021

- Monitored trends in the industry and generated Content accordingly.
- Actively Created Backlinks and worked on on page SEO
- Tracked and capitalized on emerging industry trends to boost

AMAZON - Advertiser Support Specialist (Chat, Email)

Mumbai • Jan 2020- Dec 2020

- Actively listened to Advertisers, handled concerns quickly and escalated major issues to supervisor. (North America Region)
- Followed through with client requests to resolve problems.

Magnet Brains Software Technology pvt. Ltd. - SEO Expert

Bhopal • Jan 2018- Dec 2019

- Analyzed SEO outreach goals and presented findings to marketing director.
- Created content strategies for digital media.
- Actively Created Backlinks and worked on on page SEO