

HARSHIT SHARMA

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OVERVIEW

A Proficient wordsmith with & SEO Professional with 3 Years of experience in writing compelling content. Have also mastered the art of short video content creation on instagram.

EDUCATION

Bachelor of Business Administration

2019 - 2022

- Delhi Metropolitan Education, Noida, Uttar Pradesh

WORK EXPERIENCE

SEO Executive at MiM-Essay

03/2023 - Present

- **Created** and **curated** well SEO optimized content to attract huge traffic to the website and generate leads
- **Received** best employee of the month for effectively managing the content strategy of one of the websites MentR-Me
- **Worked** in the SEO team to optimize blog posts, landing pages & other website pages to ensure regular traffic growth
- **Led** content team to ensure timely delivery of contents and articles with proper optimisation and quality
- **Conducted** keyword research and tracked rank changes of website with tools such as Ahrefs and Wincher
- **Coordinated** with SEO team to create quality backlinks and other off-page tasks
- **Launched** several guest posts and link insertion outreach campaigns to gather high-quality link juices

Associate Content Writer at MiM-Essay

07/2022 - 02/2023

- **Interacted** with 600+ clients and helped them create their application related documents into the universities abroad
- **Helped** 400+ studin getting an offer letter into some of the top universities abroad for postgraduate programs
- **Worked** with consultants to help them improve and edit SOP, LOR and Resumes
- **Researched** trending articles and drafted blog articles for the content of the website
- **Implemented** SEO and copywriting techniques to make content more engaging

Content Writer Associate at Scribbify Media LLP

04/2020 - 07/2022

- **Conducted** on-page for inhouse and client projects and made sure web content is 100% optimised
- **Assisted** sales team in acquiring clients and retained them through content marketing strategies
- **Looked** for PR, Content team
- **Allocated** resources, projects, and responsibilities amongst teams
- **Conducted** outreach based guest posting

WORKSHOPS and CERTIFICATIONS

- Fundamentals of Digital Marketing by Google
- Emotional Intelligence and Critical Thinking
- Stock Market Bootcamp

