



Shivam Hardiya

Digital Marketer

Aspiring to leverage my **1.5 Years of digital marketing** and 2 years of sales experience to drive growth and innovation in a dynamic company. Committed to expanding my expertise and contributing to diverse digital marketing projects.

Experience

Freelance Digital Marketing Specialist | Jan. 2025 - Present

- Working on a e-commerce website and managing LinkedIn page.

Hiigher Media Pvt Ltd | Indore | Feb. 2024 - Dec. 2024

SEO Executive

- Achieved 50K+ organic traffic in 3 months** through topical authority, keyword optimization, and strategic internal linking without active backlink activity.
- 20K+ impressions on **Pinterest** within one month by leveraging content optimization and platform-specific strategies.
- Increased organic traffic** through advanced on-page and off-page SEO strategies.
- Collaborated with content creators to enhance SEO effectiveness through targeted content strategies.
- Prospecting** and **outreach** for effective link-building campaigns.
- Providing data to the prospecting team.
- Implemented blog strategies to improve DA through **guest posts** and sponsored content.
- Prepared detailed **performance reports** for clients to highlight results and strategies.

Creators Devcon | Indore | Sep. 2023 - Jan. 2024

Digital Marketing Executive

- Performed Keyword Research and Competitor Analysis
- Website Optimizations (On-page & Technical)
- Social Media Marketing

Education

MyCaptain Apprenticeship | Apr. 2023 - Sep. 2023

SEO, SMM, SMO, and Google Ads

- Developed content strategy including competitor and target audience analysis.
- Created SEO strategy for brand portfolio project, boosting website ranking.
- Crafted meta campaign to enhance budget for Dame Essentials.
- Designed effective Instagram marketing campaign for Book By Show, driving registration.

MBA (Finance & Marketing) | 2021

DAVV University/ Acropolis Faculty of Management & Research

BAA (Finance & Marketing) | 2019

DAVV University/Chameli Devi Institute Of Professional Studies

Contact

Phone

7987610076

Email

shivam.hardiya02@gmail.com

Address

Dakachya, 453771 Indore,
Madhya Pradesh

LinkedIn ID

[Shivam Hardiya](#)

Skills

Leadership
Strategic Planning
Competitor Analysis
Content Creation and Strategy
Market Research
Microsoft Office
Search Engine Marketing
Social Media Marketing
Outreaching

Tools

Ahrefs
SEMRush
Google Console
Google Analytics
Screaming Frog
Hunter, Snov &
Instantly
ChatGPT
Canva

Certifications

SEO - Hubspot and My Captain
Google Search & Display Ads - Google
Google Unlock - Google
SMM - My Captain

HOBBIES

Photography
Playing Cricket
Organizing Events

STRENGTHS

Adaptable
Optimistic
Patience

AREA OF IMPROVEMENT

Overthinking
Too Detail Oriented

SCHOOLING

Govt.H.S. School, Indore-Senior Secondary School Certificate
(10+2) | March 2016

New Azaad H. S. School, Indore - High School Certificate
(10 th) | March 2014

Personal Details

Date of Birth	: 20th September 1997
Gender	: Male
Nationality	: Indian
Marital Status	: Unmarried
Languages known	: Hindi, English
Mother Tongue	: Hindi
Father's Name	: Mr. Kishore Hardiya

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.
