

# Himanshu Mittal

## SEO Executive

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### PROFILE

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A dynamic and results-oriented SEO Executive with over 2 years of experience in driving organic traffic, improving search engine rankings, and enhancing online visibility. Certified in Social Media Marketing and Search Engine Marketing, I comprehensively understand digital marketing strategies and best practices. My expertise spans across on-page and off-page optimization, keyword research, link building, and content strategy. Adept at performing SEO audits, competitive analysis, and leveraging Google Analytics to track performance and ROI. I excel in creating data-driven SEO strategies that align with business goals, ensuring a seamless user experience and high conversion rates. Passionate about staying updated with the latest industry trends and search engine algorithms, I am committed to delivering measurable results and fostering digital growth.

### PROFESSIONAL EXPERIENCE

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#### SEO Executive

*Rank My Business*

08/2023 – present  
Navi Mumbai

- Conduct comprehensive website audits to identify and rectify SEO issues, and perform competitor analysis to benchmark performance and identify opportunities for improvement.
- Carry out extensive keyword research to inform content and optimization strategies.
- Leverage Google Analytics, Search Console, Uber Suggest, and Semrush to monitor website performance, conduct in-depth keyword and backlink analysis, and gain actionable insights on competitor activities.
- Implement on-page SEO strategies such as optimizing meta tags, headers, and content for targeted keywords.
- Execute technical SEO strategies, including improving site speed, mobile optimization, and ensuring proper indexing.
- Work closely with content creators, web developers, and marketing teams to ensure cohesive SEO strategies.
- Stay updated with the latest SEO trends, search engine algorithm changes, and best practices to keep strategies current and effective.

#### SEO Executive

*Redcap Technologies Pvt Ltd*

10/2022 – 05/2023  
Navi Mumbai

- Performed on-page optimization with SEO plugins.
- Executed diverse backlink strategies, including social bookmarking and various submissions.
- Conducted keyword research based on competitor analysis.
- Prepared engagement reports using Google Analytics and Search Console.
- Proficient in Canva for crafting images, videos, and presentations.

#### Digital Marketing Intern

*Anuvaa: Digital Marketing Agency*

07/2022 – 09/2022  
Navi Mumbai

- Led SEO audits, on-page optimizations, and backlink strategies for clients.
- Conducted keyword research using Google Keyword Planner, SEMrush, and Ubersuggest.
- Implemented successful search campaigns and analyzed social media analytics.
- Created content calendars to drive client engagement.

### EDUCATION

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#### Bachelor Of Management Studies (B.M.S)

*Mumbai University*

2018 – 2021

#### HSC

*KLE College Of Science & Commerce*

2016 – 2018

#### SSC

*St. Joseph's High School*

2015 – 2016

## **CERTIFICATES**

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**Integrated Digital Marketing**

SEO, SEM, and SMM

**Microsoft Advance Excel**

## **SKILLS**

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- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- SMM ( Social Media Marketing)
- Prompt Ai
- Wordpress