

# Harsh Chauhan

To leverage my skills and experience in digital marketing to drive the growth of the company and achieve its strategic goals. I bring 2 years of expertise in keyword research, Google Analytics, Webmaster tools, on-page and off-page optimization, Google AdWords, SEO tools, and Social Media Optimization. I am seeking a role that encourages innovation and creativity.

## Work Experience

**Acadecraft Pvt. Ltd , Noida**

**August 2023 to Present**

**SEO Executive**

### Roles & Responsibilities

- Conducting off-page activities on daily basis to enhance the website's domain authority.
- Developed and executed effective SEO activities that increased organic traffic.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Used tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics to track and report on websites performance metrics.
- Address technical aspects to improve site crawlability and user experience.
- Collaborated with the content team to optimize website content and meta tags, leading to increase in organic click-through rates and decrease in bounce rates.

**Natures Flip, Noida**

**March 2022 to July 2023**

**Sr. SEO Executive**

### Roles & Responsibilities

- Conducted off-page activities to enhance domain authority.
- Optimized on-page elements for improved search engine performance.
- Implemented technical SEO strategies.
- Monitored and analyzed data using Google Analytics and Google Search Central.
- Managed Amazon product listings and campaigns.
- Created and managed Facebook and Instagram ads.

**SEO Discovery, Mohali**

**Nov 2021 to March 2022**

**SEO Intern**

### Roles & Responsibilities

- Performed off-page activities such as blog, articles, social bookmarking, image submission, and infographic submission, along with video and image creation using Canva.

## Project Experience

**Title:** India Mart, Alibaba (Product Listing)

**Team Size:** 6

**Duration:** April 2022 to August 2022

**Back end:** Shopify, WordPress, Magento.

**Responsibility:** Daily Backlinking (Off Page) and On-page, Meta Tag, Meta Title, Meta Description, Social Media Posting ( campaign), Meesho, Amazon Product Listing (campaign)

## Educational Background

**Bachelor of Commerce**

University of Delhi 2018 - 2021

**Senior Secondary**

Gateway International School (CBSE) 2017

**Matriculation**

Gateway International School (CBSE) 2015

## Contact Details

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## Skills

- Advanced SEO knowledge
- Keyword research and analysis
- On-page and off-page optimization
- Link building strategies
- Technical SEO skills
- Google Analytics / Google search central proficiency
- Website speed optimization
- Mobile SEO optimization
- Content optimization
- Meta tag optimization
- Competitor analysis
- Knowledge of current SEO trends and algorithms
- Proficiency in SEO tools and software

## Soft Skills

- Excellent collaboration and team working skills
- Strong problem-solving skills
- Strategic planning and execution
- Ability to manage multiple projects simultaneously

## Certification

- Digital Marketing (Digital Discovery Institute), Mohali

## Languages

- English
- Hindi

## Personal Details

- Name: Harsh Chauhan
- Gender: Male
- Date of Birth: 13 March 1999
- Marital Status: Unmarried
- Permanent Address: House No. 426, New Karhera Colony, Mohan Nagar, Ghaziabad, UP