

## **OBJECTIVE:**

To work amongst a skilled professionals in a dynamic, challenging & highly demanding atmosphere, where I can enhance my skills and strength in conjunction with the organization's goals and objectives which offers challenges & career growth.

---

## **SKILLS:**

- Data analysis
  - Keyword optimization
  - Redirect monitoring
  - On-page optimization
  - Off-page optimization
  - Social media management
  - Online Reputation Marketing
- 

## **Work History:**

### **SEO Executive | 01/12/2020 to 12/11/2021**

I have worked in Digital Marketing Agency named as **K2 Group of India** for **1 Year** and after that I left the agency because of my studies and after that I started working as a freelancer from December 2021 to July 2022

### **SEO Executive | 16/08/2022 to 10/09/2023**

I am working in Ecommerce Company named as **Concept Kart** that use to sell there product on Amazon and Shopify and over there we use to sell products like Headphones, In Ear Monitors, Smart Home Gadgets etc. My rolls and responsibilities are as follows.

**On Page Activities:** Work across pages to optimize website for different on-page activities mainly

- Optimization for top priority pages - Keywords, Meta title and Meta Description
- Optimized Titles and Snippets - New Pages
- Competition Research - Keywords, Content
- Header tag optimization and Formatting - H1, H2
- Update missing or duplicate meta title/description
- Content Gap Analysis (Site content and competition)
- Internal Link optimization

**Off Page Activities:** Build website reputation and presence across relevant content and primarily work

- Identifying broken Link and reviving old links
- Link Building - Backlinks from New domains, Pages
- Identify new opportunities - domains for link building
- Directory listing and article submissions
- YouTube link building
- Google Business listing

**Technical SEO:** Take care of overall website health and make sure backend code is optimized for

- Page speed optimization
- Redirects (3xx issues) and Broken links (4xx issues)
- Sitemap and Robots.txt Update
- Tagging and Code - Meta, Alt Tag, Canonical, Breadcrumbs, Schema mark ups
- Crawling Budget and Issues

**Reporting and Insights:**

- Monthly/Quarterly reporting and insights
- Competitive analysis
- Keyword research, tracking and trend reports
- Website audit reports and fixes

## **SEO Executive | 12/09/2023 to Present**

I am working in Digital Marketing Agency name **Jai Beverages** that offers digital marketing campaign and international trade service as well as working on various projects. In this agency I use to do all the activities that I have mentioned below.

**On Page Activities:** Work across pages to optimize website for different on-page activities mainly

- Optimization for top priority pages - Keywords, Meta title and Meta Description
- Optimized Titles and Snippets - New Pages
- Competition Research - Keywords, Content
- Header tag optimization and Formatting - H1, H2
- Update missing or duplicate meta title/description
- Content Gap Analysis (Site content and competition)
- Internal Link optimization

**Off Page Activities:** Build website reputation and presence across relevant content and primarily work

- Identifying broken Link and reviving old links
- Link Building - Backlinks from New domains, Pages
- Identify new opportunities - domains for link building
- Directory listing and article submissions
- YouTube link building
- Google Business listing

**Technical SEO:** Take care of overall website health and make sure backend code is optimized for

- Page speed optimization
- Redirects (3xx issues) and Broken links (4xx issues)
- Sitemap and Robots.txt Update
- Tagging and Code - Meta, Alt Tag, Canonical, Breadcrumbs, Schema mark ups
- Crawling Budget and Issues

### **Reporting and Insights:**

- Monthly/Quarterly reporting and insights
  - Competitive analysis
  - Keyword research, tracking and trend reports
  - Website audit reports and fixes
- 

## **Projects Worked On**

- Teknobuilt
  - Dear pet
  - Bansal Travel
  - Tourisa
  - HealthScript
  - Concept Kart
  - Speedex
  - Golmatol
  - Jaipuriya Vidyalaya
  - Pushpavitka
  - Conraad Windows
  - Export Promotion Council for Handicraft (EPCH)
  - Pepsico
  - Adidas
  - Pizza Hut
  - Radico Khaitan
  - Ansal API
  - HCL
  - India Today
  - Jaipuriya Cricket Academy
  - Central Park
  - Aaha Food
  - Buddy Basket
  - Reshaped
- 

## **Education**

- Bal Mandir SR SEC Public School, Defence Enclave Vikas Marg. | 10<sup>th</sup> CBSE 2017 scored (6.8 CGPA)

- Bal Mandir SR SEC Public School, Defence Enclave Vikas Marg| 12<sup>th</sup> CBSE Humanities. 2019 scored (7.8 CGPA)
- Delhi Technical Campus -IP University | BCA 2019 – 2022 scored 82.14%
- Lovely Professional University | MCA 2023 – 2025 (Persuing)

---

## **Certifications**

- I have cleared the "Google Digital Unlocked"(The fundamentals of digital marketing) certification exam
- I have "Google My Business" certification, Completion

---

## **Personal profile**

**Date of Birth** : 14th December 2000

**Language Known** : English, Hindi and Punjabi

**Name** :Hitik Sharma

**Status** :Unmarried

