

Himanshu Malhotra

Marketing Coordinator

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Address: L Block, House No.1 , Pratap Nagar, Delhi- 110007

SKILLS

9 / 10

Digital Marketing, Online reputation Management

10 / 10

Research, Analysis and Ahrefs

9 / 10

MS- Excel & Word, SEMRush

10 / 10

Leadership, Communication and Networking

9 / 10

Google Adwords, Google Analytics, Google Search Console

EDUCATION

Post Graduate Diploma in Digital Marketing

DG Royal

Jan'20-Dec'20

Bachelor's in Business Administration

Guru Gobind Singh Indraprastha University

2013-2016

XII Grade (Commerce.)

Lilawati Vidya Sr.Sec Public School

2012-2013

HOBBIES

1. Yoga / Meditation
2. Travelling
3. Eating
4. Music

CAREER OBJECTIVE:

To work in a professional environment, which provides potential learning prospectus & growth where I can contribute and learn to the best of my capabilities.

EXPERIENCE

Marketing Coordinator | Jinactus consulting private limited/ September'2022- till now

- Schema recommendation and link building and making link strategy for sites.
- Increase page speed before and after report.
- Guest posting citation, directory submission, profile creation, competitor's backlink analysis, and competitor's based backlink.
- Web 2.0
- Blog commenting
- Social bookmarking
- Classified ads
- Business listing
- Info graphic creation and submission.
- Quora Commenting
- Pinterest sharing
- Reddit medium.
- LinkedIn marketing

SEO Executive | Incremators web solutions/ August,2021-September,2022

- Develop and execute the SEO Strategy for the website of marketing company.
- Integrated Backlinks and enhanced Keywords optimization to improve unique and organic traffic.
- Manage a team of 7+ SEO executive professionals to conduct In-depth research on industry keywords.
- Perform SEO audit.
- Optimize keyword identify opportunities to improve on page aspects.
- Produce Monthly performance report for clients for SEM programs Utilizing reporting tools such as , Google analytics determined key metrics that were of primary importance of clients and provided trending data to compare results month-by-month
- Implemented SEO Strategies for client website including layout content optimization key structuring.

Associate | DG ROYALS/ January,2021-July,2021 - Internship

- Performing basic search engine optimization (SEO) task.
- Content publishing.

- Website analysis, Keywords analysis, Keywords Mapping, URL mapping
 - according targeted Keyword, optimize Meta tags and description.
 - Writing Meta tags and descriptions, check broken links.
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