



Vikas Sharma

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Summary

I've worked as an SEO for over 2 years, Managed 60+ projects, including National and International.

I work with a Digital marketing agency as an SEO to improve the online presence of clients' businesses through SEO that builds a strong online presence across the digital marketing landscape.

Apart from this, I am a goal-oriented marketing expert with natural talents in developing and implementing successful strategies, increasing market shares, and strengthening customer dominance. Hardworking, performance-oriented SEO professional offering proven expertise in project development, training, and building SEO team.

From working in a Digital marketing agency, I have experienced a range of CMS such as WordPress, Shopify, Wix, and more. I can efficiently handle On-Page SEO, Off-Page SEO, and Content Marketing Campaigns for clients.

Experience



Search Engine Optimization Executive

FRANTIC INFOTECH PVT. LTD.

Nov 2022 - Present (4 months)



Search Engine Optimization Executive

Graygraph Technologies Pvt Ltd

Sep 2021 - Nov 2022 (1 year 3 months)

Worked as SEO Executive at Graygraph Technologies, Where I handled On-page SEO, Off-Page SEO and Content Marketing Campaigns for clients.

- Provide recommendations on websites (ON-Page Header Tags, URL structure, Meta Tags, etc.) and SEO

- Landing Pages

- Helping content writers to create content and support content marketing (Blog posts, Guest posts, etc.) by doing keyword research according to the business objective and market demand

- To monitor Search Engine Programs (Google Analytics and Search Console & Ahref) for diagnostic reporting

- Maintain the SEO resources database to use it while planning and optimizing for a better approach.

- Optimized copy and landing pages for search engine marketing purposes.

- Developed and implemented quality link-building strategies.
- Completed keyword research to target audience based on keyword targeting.
- Worked with the development team to properly implement SEO best practices on newly developed code.

Skills: Technical SEO · Marketing Strategy · Search Engine Optimization (SEO) · Keyword Research · Link Building

Search Engine Optimization Intern

Digidex Labs

Mar 2021 - Aug 2021 (6 months)

Working as SEO Intern at Digidex Labs, I handle Off-Page SEO

Education

Delhi University

Bachelor of Commerce - BCom, Accounting and Finance


Jul 2018 - Aug 2021

Licenses & Certifications

 **The fundamental of digital marketing** - Google

 **SEO certified** - HubSpot

 **Introduction to Google SEO** - University of California, Davis
LVT5HB7PTPBH

 **Google SEO Fundamentals** - University of California, Davis
273RMM5Y9BEB

 **Optimizing a Website for Google Search** - University of California, Davis
B39K87WE7DZ8

 **Advanced Content and Social Tactics to Optimize SEO** - University of California, Davis
XDJWMDVENEMC

Skills

Search Engine Optimization (SEO) · Technical seo · On-Page SEO · Off-Page SEO · Seo · Link Building · Landing Page Optimization