

# CURRICULUM VITAE

**SUMIT SHARMA**  
(Sr. Executive – Digital Marketing)

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📍 Ghaziabad, Uttar Pradesh, India  
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## SUMMARY

Experienced Digital Marketing Executive with over 5+ years of experience in Software, Educational and other Companies. Improved organic search engine rankings from page 5 to top 10 for 10+ high competition keywords and increased their organic traffic by 32%. Seeking to leverage exemplary project management skills, data analysis skills and broad technical SEO and SMO knowledge as a Digital Marketer strategist. Also increased facebook conversion rate by 45%. Excellent reputation for resolving problems and improving customer satisfaction.

## CAREER OBJECTIVE

I want to work with a professional company where I can share my skills and experience by all means & life is long learning process's want learn more, I have always keen to learn. Good at Communication, Passionate towards Work, Strong Interpersonal Skills, Being Affable for others.

## EDUCATIONAL QUALIFICATIONS

<b>Lakshmi Narain College Of Technology, Bhopal</b> Masters of Computer Application	Jul '14 to Jun '16 Bhopal, Madhya Pradesh
<b>Jawaharlal Nehru Institute Of Computer Technology,</b> Rewa Bachelors of Computer Application	Jul '11 to Jun '14 Rewa, Madhya Pradesh
<b>Frommans Memorial School, Rewa</b> Higher Secondary School	Apr '10 to Mar '11 Rewa, Madhya Pradesh
<b>Sacred Heart Convent School, Rewa</b> Higher School	Apr '08 to Mar '09 Rewa, Madhya Pradesh

## INTERNSHIP PROJECT

- **Project Title:** SCHOOL AUTOMATION SYSTEM.
- **Technology:** Java (Netbeans IDE 8.0), MySQL.
- **Role:** Planning, Designing, Database.
- **Description:** School Automation System (SAS) consists of tasks such as registering students, attendance record keeps controlling absentees, producing report cards, producing official transcript and producing different reports for teachers, parents, officials from education and other stakeholders.

## PROFESSIONAL EXPERIENCE

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### **Sr. Executive – Digital Marketing** **MJ Hospital**

**May'25 to Present**  
**Muzaffarnagar, Uttar Pradesh**

- Create and curate social media campaigns, including content creation, publishing, and community management.
- Conduct keyword research and on-page optimization to increase website rankings and drive organic traffic.
- Optimize website performance, including organic traffic, bounce rate, and conversion rates to improve user experience and drive lead generation.
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media).
- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms.
- Analyze digital marketing analytics reports and share insights with the team to develop optimization plans.

### **Sr. Executive - Digital Marketing** **GS University**

**Nov '22 to Apr'25**  
**Hapur, Uttar Pradesh**

- Work with other team members to hit organizational goals and objectives.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Facebook, Instagram etc. to increase company and brand awareness.
- Be actively involved in SEO efforts (keyword, image optimization etc.).
- Provide creative ideas for content marketing and update website.
- Collaborate with designers to improve user experience.
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date.

### **Digital Marketing Executive** **Shri Venkateshwara University**

**Sep '21 to Oct'22**  
**Meerut, Uttar Pradesh**

- Conducting On-page and Off-page analysis of Organization's SEO Competitors.
- Analyzing the website using the analytical tool.
- The creation of On-page and Off-page SEO strategies for organization.
- Keeping up-to-date with the latest Google Algorithms changes.
- Developing and Implementing link building strategies.
- Measuring the ROI and success of the website.
- Managing Social Media Platforms of the Organization.
- Creating brand awareness to gain audience attention.
- Scheduling Social Media Posts & Also responding to the comments on social media on time.

- Creating paid social media campaigns for advertising.
- Monitoring social media Metrics and ROI.
- Assisting the HR department with Hiring and training new employees.

**Office Assistant in HR Department**  
**Vindhya Telelinks Ltd.**

**Feb '20 to Aug '21**  
**Rewa, Madhya Pradesh**

- Interacted with candidates by phone, email or in-person to provide information.
- Arranged rapid office equipment repair and maintenance with store department.
- To search for quality candidates through intensive research, direct contact, the Internet and also through employee reference to identify individuals with leading-edge skills.
- Screening and Short-listing candidates according to requirement
- Obtaining the feedback from the interviewers and analyses the gaps of the feedback Taking HR round interviews for Salary negotiations and finalization of all the candidates Handling employee referrals recruitment.
- Schedule, conduct and coordinates Walk-in interviews.
- Worked as Induction support for new entrants in the company coordinating the formal procedure of the candidate joining.
- Used to interview several candidates in a day, short list them and then do the final selection.
- Perform HR Administration and a full spectrum of local Payroll Processing.
- Check newly joined P-files in the pay system, ensure data are created correctly.
- Maintain & update payroll records (allowances / deduction / overtime payment).
- Handle staff/worker resignation and termination.
- Review files, records, and other documents to obtain information and respond to requests.

**Digital Marketing Executive**  
**Sky Cliffer**

**Aug '18 to Jan '20**  
**Bhopal, Madhya Pradesh**

- Managed search engine audit documents on client's websites and make recommendations.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility.
- Increased brand awareness through creation and management of social media channels, boosting social media engagement by 35%.
- Built, implemented and updated effective SEO strategies.
- Conducted keywords research based highly relevant and trafficked keywords.
- Suggested improvements for SEO: internal architectures identify content gaps and communicate any new content opportunities.
- Undertake market and competitor research and analysis.
- Keep up to date with current SEO technologies and tools.

- Work with other SEO team to brainstorm new ideas and identify complex issues faced by new and existing clients.
- Collaborating with stakeholders to ensure their content is SEO friendly.
- Dealing with clients and provide instructions for site optimization through written communication and conference calls.
- Write end of the month progress reports, prepare search engine ranking and traffic reports to assess areas of potential improvement, monitor track and report, websites traffic including trend analysis using site analytics solutions.

**Back Office Executive Cum SEO Executive  
Incolus Career Solutions Pvt. Ltd.**

**May '17 to Jul '18  
Bhopal, Madhya Pradesh**

- Developed on-site body content, Meta description and page titles in support of SEO strategies.
- Designed templates for the content management system to promote SEO and conversion best practices and the efficient use of HTML tags.
- Increased relevant click through and conversion rates by 35% through contests and promotions.
- Worked productively with clients and staff to establish project scopes and accomplish milestones.
- Stayed-up-to-date on evolving SEO trends, practices and guidelines.
- Completed daily, weekly and monthly tracking reports for traffic and keywords performance.
- Take care of two journals [www.ijrtonline.org](http://www.ijrtonline.org) and [www.ijcaer.com](http://www.ijcaer.com) in all respect from formatting to uploading of all papers.
- Enhance the business using of bulk mailing, bulk messages, marketing strategies and social media marketing.
- Posting templates or posters on social media platforms with regular basis.
- Maintenance of websites and android application of ventures with coordination of software companies.
- Coordination with placement team for campus placement in colleges.

**Sales and Marketing Executive – Part Time  
Madhya Pradesh – DPIP Organization**

**Jan '13 to May '14  
Rewa, Madhya Pradesh**

- Work as a team to assist the District with projects and community initiatives.
- Make contact and deliver an effective sales presentation to assigned homes as directed by the Sales Supervisor.
- Working in flexible work hours (4 to 6 hours, scheduled between 7:00am-7:00pm).
- Achieve established sales goals and quotas.
- Conducting direct sales activities and working to meet assigned sales quotas within a prescribed territory.
- Attend only local & regional areas for direct sale as required.
- Provide and maintain customer data for integration into a future database application.

## CERTIFICATIONS

- Project Training of Core Java from CRISP Academy, Bhopal (Offline)
- MS Excel Online Exam from Study Section (Online)
- SEO Certified from HubSpot Academy (Online)
- Social Media Marketing from Career Development College London (Online)
- Google Analytics for Beginners from Google Analytics Academy (Online)
- Advanced Google Analytics from Google Analytics Academy (Online)


## KEY SKILLS

- Social Media Optimize
- Project Management
- Google Analytics
- Animated Videos
- Scheduling
- MIS Reports
- Competitor Analysis
- Office Administration
- Strategic Planning
- Keyword Research
- On-page SEO
- 45 WPM Typing Speed
- Page Ranking
- Audit Reports
- Report Analysis
- Office Management
- Preparing Templates
- Off-page SEO
- Audit Analysis
- Website Traffic
- Video Marketing

## TECHNICAL SKILLS

<b>Operating System</b>	Win XP, Win 7, Win 8, Win 10 & Win 11
<b>Programming Language</b>	Core Java, HTML, CSS
<b>Database</b>	MySQL, MS-Office (Word, Access, Excel and Power point)
<b>Other</b>	SEO, SMO, SMM, Email Marketing

## HOBBIES/INTEREST

-  *Playing Cricket*       *Travelling*       *Photography*       *Cooking*
-  *Preparing Attractive Templates*       *Preparing Animated Video & Editing*

## PERSONAL INFORMATION

<b>Father's Name</b>	Shri Raj Kumar Sharma
<b>Occupation</b>	Retired Employee
<b>Date of Birth</b>	6 <sup>th</sup> October 1993
<b>Marital Status</b>	Married
<b>Nationality</b>	Indian
<b>Language Proficiency</b>	English and Hindi
<b>Permanent Address</b>	Surajgarh, Jhunjhunu, Rajasthan 333029
<b>Correspondence Address</b>	Ghaziabad, Uttar Pradesh 245304

## DECLARATION

I hereby declare that above information given by me is true to best of my knowledge and belief.

Place: Ghaziabad

SUMIT SHARMA