



# Deepak Sharma

Sen. SEO Executive

## Profile

- Experienced SEO Executive with 5+ years of experience. Excited to help your company with my digital marketing skills. I have got excellence in PPC, SMO, GMB, Content Marketing & strategies.

## Contact

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Village Bassa, P.O. Shahpurkandi, Teh. Dhar Kalan, Distt. Pathankot

## Language

- English
- Hindi
- Punjabi

## Education

- **Graduate in B.C.A**  
2008 - 2011 | GNDU University
- **High School**  
At PSEB (2007-08)

## Experience (5+ Years)

- **SEO Executive**  
2017- 2019 | MKR Techsoft Pvt. Ltd
  - 1 and half Year Experience as a SEO Executive in MKR Techsoft Pvt. Ltd. Dinanagar, Gurdaspur, Punjab.
- **Sen. SEO Executive**  
2019 - Till Now | Appsysco IT Solutions
  - 2 and half Year Experience as a Sen. SEO Executive & Google Ads specialist at Appsysco IT Solution at Mohali.
- **Computer Operator**  
2015 - 2017 | UIDAI (Aadhaar Card)
  - 2 Years Experience in as a Computer Operator in UIDAI (Aadhaar Card).

# Professional Overview

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I am working as a Sen. Digital Marketer in Appsysco Online Marketing with an extensive experience in Google Analytics and Webmaster. I have been managing clients, SEO, SMM and PPC (Setting up & managing PPC campaigns on Google, Yahoo, Bing, and several other tier 2 platforms). I have a quite knowledge of WordPress Design, blog publishing, content optimization and updation. Google Certified in Google Adwords Fundamental and Shopping Ads. I'm also responsible for tasks such as keyword research, creating proposals for the client, ad grouping, writing ad copy, and making recommendations on landing pages, and PPC Campaign Setup, Maintenance & Monitoring.

## Work Handled

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- Recruiting, training and managing a team of SEO and Content Development professionals.
- Handle FB campaigns in hospital niche. Contribution to revenue is 30%
- Getting different types of newsletters prepared for E-mail marketing & for promotions.
- Optimizing errors on the websites & getting error rectified & required modification done as per as marketing strategies.
- In-depth knowledge of blogs, web analytics, SEO, SEM, Facebook promotions, Google PLA ads, Making product & offers.
- Revenue management by optimizing spends per product/category to ensure ROI
- Social network – Created and maintained social media profiles, such as: Facebook, LinkedIn and Twitter.
- Working with team of developers, designers, content writers & SEO to implement user-friendly UI of web resources.
- Title and description content, with an understanding of how the words chosen impact natural search traffic.
- Daily market research by visiting competitors websites for betterment & to provide the best possible.
- Generating leads, negotiating with prospect and closure of the deal for Affiliate marketing (Internet business).
- Good understanding of Google tools & Google analytics.

# Project worked with

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<https://edubenchmark.com/>

<https://simpledeals.com.au/>

<https://kingmidasempire.com/>

<https://mariebraids.com/>

<https://allisontodd.com/>

<https://www.fawcettgroup.com.au/>

<https://zrclaims.com/>

<https://provenair.com.au/>

<https://jffamilylawyers.com.au/>

<https://www.nestbespokehomes.com.au/>

<https://www.casahavanasalon.com/>

<https://doctorclean.com.au/>

<https://hotwater.com.au/>

<https://lukecorporatespeakers.com.au/>

## Personal Skills

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- Ability to establish and work in a team.
- Strong willingness to learn new skills and abilities and observe perception.
- Acumen for taking responsibility and interpersonal skill.
- Good understanding of maintaining web portals, Affiliate and online marketing.

## IT Skills

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- **Operating system:** Windows, Ubuntu or any other supportive software
- **Tool Handling:** Moz pro, ahrefs, Rank rager, Yext, Google Analytics, Webmaster, Trends, Adwords, Structure Data

## WHO AM I?

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I am a person looking for challenges, innovation and a desire to break away from the regular through skilled leadership. Proactive and responsible I seek to shape my life and I usually carry my environment with me. In all my work I seek to keep the end in mind and come out winning and successful with desired results. I am confident that my innovative results focused approach would make a significant contribution to the continued success of your esteemed organization.

CHALLENGES ARE OPPORTUNITIES FOR ME.

# Personal Details

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- **Father's Name** Mr. Parmensh Kumar
- **Date of Birth** 25th Jan 1990
- **Nationality** Indian
- **Marital Status** Unmarried
- **Language Known** Hindi, Punjabi & English

Date

(Deepak Sharma)