



# Curriculum Vitae

## Abhilash Bhargava

(Add: G-SF, Siddhartha Vihar Residency, Ghaziabad)

Mob: [+91-7303401987](tel:+91-7303401987)

eMail: [abhilash.bhargava95@gmail.com](mailto:abhilash.bhargava95@gmail.com)

Seasoned digital marketing manager with **6** years of experience building and implementing strategies focused on SEO, SMO & SEM largely for small to medium sized different niche sites.

I am more than able to work in an online environment of constant change, challenge and multiple targets. In addition to this I have extensive knowledge of the digital industry along with its trends and technologies. As a true all-rounder, I have extensive experience of content strategy, Shopping Campaigns, SEO, client satisfaction.

### Tools:

- SEMrush, Screaming Frog, Moz (Not Paid), Google Analytics & Google Search Console

## HIGHLIGHTED SKILLS

- Keywords Optimization
- Google Analytics & Google Webmaster
- MS Office
- Technical SEO
- Link Building & ORM
- Social Media Optimization
- Strong Presentation Skills
- SEO Audit & Strategy, Packages & Case Studies

## Top Projects

| Project Name     | Industry                      | What I Execute                     |
|------------------|-------------------------------|------------------------------------|
| ArryBarry        | eCommerce                     | SEO + Shopping Ads                 |
| Candyland Crafts |                               | SEO + SMO (Organic) + Shopping Ads |
| Jordanos         | Food Distributors             | SEO                                |
| SeedCart         | eCommerce Marketing Solutions | Fully Designed + Web Content + SEO |

# PROFESSIONAL EXPERIENCE

|        |                   |                   |
|--------|-------------------|-------------------|
| ISKPRO | Sr. SEO Executive | Aug, 2019 To Till |
|--------|-------------------|-------------------|

## Roles & Responsibilities

### 1. SEO Execution:

- ❑ Improving User experience in line with the analysis finding to further improve conversion rates.
- ❑ Identifying and implementing site enhancement and improvements in usability and design.
- ❑ Implement the technical SEO tactics to improve the client site's performance and progress.
- ❑ Brainstormed new and creative growth strategies; planned, executed, and measured experiments and conversion tests
- ❑ Identified trends and insights, and optimize the performance based on the insights.
- ❑ Improve UI & UX through re-designing of the website to optimize the conversion rate.
- ❑ Instrumented conversion points and optimize user funnels; collaborated with agencies and other vendor partners
- ❑ Out-reach influencers through email & social media to perform guest posting.

### 2. Project Management:

- ❑ Prepare Digital Marketing proposals, strategy, roadmap & packages as per the client need.
- ❑ Plan and execute all the digital marketing tactics, including SEO, SMO & SEM.
- ❑ Measure and report performance of all digital marketing campaigns, and assess against setup goals.
- ❑ Prepared weekly, monthly business report to present the activities overview along with the site performance.
- ❑ Interacting with the client on weekly & monthly to discuss the performance of the projects.
- ❑ Collaborated with internal teams to create landing pages and optimize user experience
- ❑ Evaluated emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- ❑ Organising internal SEO training that help us in following aspect:
  - Help to enhance skills of junior SEO.
  - Help the Sales team to improve the number of clients on-board.
  - Help the Development & UI team to understand the importance of SEO's

|                            |  |                               |
|----------------------------|--|-------------------------------|
| <b>Suntec Web Services</b> | <b>Sr. Digital Marketing Executive</b> | <b>Jan, 2019 - July, 2019</b> |
|----------------------------|--|-------------------------------|

### **Responsibilities**

- ❑ Optimizing eCommerce websites that are created on different CMS like Shopify, WordPress, Magento, Neto, open-cart, etc.
- ❑ Managed a small team of 10 mates to manage "SEO, SMO & SEM projects.
- ❑ able to manage the projects from different industries like Health and beauty, Automobile parts, Retail, eCommerce, etc.
- ❑ Coordination with "Development, UI Designer, Graphic and Content Writing Team".
- ❑ Developed B2B/B2C On-page and Offline page that delivered significant improvement in traffic, leads, and sales.
- ❑ Utilizing Google Webmaster Tools & Google Analytics to continually monitor campaign performance.
- ❑ Taking care of Google algorithm and upcoming changes to avoid any penalty from Google.
- ❑ Interacting clients on a daily, weekly, and monthly basis on calls, emails.
- ❑ Managed client's social media accounts to enhance brand awareness.

|                              |                                    |                                |
|------------------------------|------------------------------------|--------------------------------|
| <b>InfoAxon Technologies</b> | <b>Digital Marketing Executive</b> | <b>Oct, 2016 To Dec - 2018</b> |
|------------------------------|------------------------------------|--------------------------------|

### **Responsibilities**

- ❑ Evaluated client websites for mobile performance and optimal search engine rankings.
- ❑ Optimize the in-house website to increase the visibility of the website, and generate new leads.
- ❑ Organized and analyzed data and marketing results.
- ❑ Researched the best keywords based on the services that are being offered by the client.
- ❑ Continual SEO development, including keyword research, site optimization, and outreach campaigns.

|                              |                             |                                |
|------------------------------|-----------------------------|--------------------------------|
| <b>InfoAxon Technologies</b> | <b>Helpdesk - Executive</b> | <b>Aug, 2015 To Sep - 2016</b> |
|------------------------------|-----------------------------|--------------------------------|

### **Responsibilities**

- ❑ Coordination with all 400 Hyundai dealers in PAN India.
- ❑ Coordination with the client & internal team to discuss dealer's feedback with regards to improving the site structure and UI.
- ❑ Project Coordination with the Internal technical team to fix the bug, issues on the dealer's site.
- ❑ Understand the Dealers requirement on various platform
- ❑ Encouraged dealers to use the website to drive the sales through online marketing.

## QUALIFICATIONS

|                             |             |          |           |
|-----------------------------|-------------|----------|-----------|
| MBA (Distance) - (Pursuing) | 2020 - 2022 | NMIMS    | Delhi     |
| B.COM                       | 2013 - 2016 | CCS      | Ghaziabad |
| HSC                         | 2012 - 2013 | UP Board | Ghaziabad |
| SSC                         | 2010 - 2011 | UP Board | Kanpur    |

## PERSONAL DETAILS

|                |                            |
|----------------|----------------------------|
| DOB            | 06th - May - 1994          |
| Father's Name  | Late. Mr. Pradeep Bhargava |
| Birth Place    | New Delhi                  |
| Nationality    | Indian                     |
| Language Knows | Hindi & English            |