

# Himanshu Sharma

## Digital Marketing Executive

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## SUMMARY

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I am a Digital Marketer with 2+ Years of Experience. I am able to establish a Long-lasting presence in new markets and identify new opportunities for Organizations' growth.

I am not an expert, but I try to be constantly updated when I get an opportunity to work in an organization. I work with an organization with my heart. I do not like to be limited to one task, I do multitasking and enjoy it.

## EXPERIENCE

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### 02/2019 - 12/2019 Digital Marketing Executive

#### Digital CA

#### Job Description

Create and manage **all Social Media** Accounts, Manage **Company websites**. Set up Google **Ad words** advertising campaigns including keywords and campaign filters for future marketing opportunities.

Update unique Content or blogs on the website and maintain the brand's presence on Social media platforms pertaining to current topics, trends, and tips.

Optimization of Social media campaigns saw an increase in user engagement and website page views by 200% in 2019. Devise Content Strategy for the Website and work with the Content writing team to ensure that all blogs, videos, and emails are sent out in a timely manner.

Executed daily **email marketing** communications and generated customer awareness.

**Video Shooting, Editing** & upload on **YouTube** and other platforms. Manage **WhatsApp** Business Account & Groups.

Handle all B2B Marketplaces such as India Mart, Just Dial, Trade India.

**MSME** Registration and other works.

### 01/2020 - 03/2020 Library Trainee

#### Delhi Public Library

#### Job Description

E-Library Management

## 06/2020 - Current Digital Marketing Specialist

### Mangla Handles

#### Job Description

Created and managed all the **Social Media** Accounts of the Company.  
Search engine optimization plan for a new website launching in August-2020.

Facebook, and other highly cost-effective ad networks.

Knowledge of using web analytics tool like Google Analytics, Web Trends in order to analyze Traffic trends, Visitor behavior, and measure success of **SEO/SEM/PPC** campaigns.

Created & Managed many successful **Facebook & Insta gram** advertising campaigns, Manage PPC advertising campaigns using Google Ad words Yahoo/Bing Ads search advertising.

Developed and implemented sustainable strategies to grow **quality traffic** to our websites. Develop landing pages or Google forms with good conversion rates, campaigns have achieved 20-30% opt-in rates while satisfying ad network quality scores. Optimized.

**Paid Facebook, Instagram ads, and LinkedIn Sales Navigator.** Managed a unique Lead generation program that added 2500+ leads to client's database.

Managed & Create B2B Platforms such as India Mart, Trade India, Just Dial, GEM, & more.

**Video Editing, Graphics Designing, Social Media Management.**

Participated in Many online events/ webinars on behalf of the organization.

## EDUCATION

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03/2011 - 04/2012	<b>10th Pass</b> Govt. Boys SS, School. New Delhi	68.4%
08/2013 - 06/2014	<b>12th Pass</b> Govt, CO-ED, SS, School, New Delhi	61%
08/2014 - 06/2017	<b>B.A</b> Sri Aurobindo College (University of Delhi )	60%
07/2017 - 11/2019	<b>BLIS</b> Indira Gandhi National Open University	57 %
11/2021 - Current	<b>MA</b> Indira Gandhi National Open University Pursuing	

## Certificates

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### Certificate in Basic Computer

Yadvi Learning Foundation

### Certificate in Digital Marketing

Delhi Digital Studies

## KEY SKILLS

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Digital Marketing

Social Media Management,

Video Editing

Graphic Designing

## HOBBIES

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Reading

Website

Analysis

