

## HARSHA SOLANKI

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To pursue a challenging career and to work with a dynamic environment which Enhance my knowledge and skills so that I can provide solution and product to That environment with dedication and hard work.

I have 5.6yrs. Experience in Digital Marketing, Social Media Marketing and Search Engine Optimization field. My Specialties are:

- **Campaign Management:** Create and manage ads campaign on FB Adverts and Google Adwords
- **Social Media Marketing:** Worked on various Social Networks like Facebook, Twitter, LinkedIn, Instagram, and Pinterest.
- **On-Page Optimization :** Knowledge of Title tag, Anchor tag, Alt tag, Heading tag, Meta description, Meta keyword, Schema Markup, Sitemap, Robots.txt
- **Off -Page Optimization:** Social bookmarking submission, directory submission, blog commenting, forum submission, article submission, Web 2.0(Blogging)
- **Keyword Research:** Researching the best Keyword using tool like Google Keyword Planner on 3 major factors Relevancy, Popularity and Competition
- **Web Analytics:** Worked on Google Analytics tool for analyzing the traffic of website and created Event and Goal in Google Analytics for Conversion.
- **SEO/Social Media Tool:** Google Webmaster Tool, Google Keyword Planner, Google Ad words, SEMRush, Href.
- Completed **Master of Technology** in Computer Science & Engineering from **Malwa Institute Of Science & Technology, Indore (M.P.)**.
- Completed **Bachelor of Engineering** in Information Technology from **Sushila Devi Bansal College of Technology, Indore (M.P.)**

- I am working as a **Digital Marketing Manager** with Wangoes Technologies Pvt Ltd. From March 2023 to Till Now

**Job Responsibilities:**

- Detailed evaluation of client's websites.
- Perform keyword research, on page and off page optimization of website.
- Create and Manage Social Media Pages on Social Media Platform
- Managing PPC Ad campaigns across Google and Facebook
- Review of Web Traffic Report using of Google Analytics
- Create weekly and monthly SEO, SEM and SMM reports.

- I am working as a **Digital Marketing Manager** with Softport Software Simplified. From March 2022 to March 2023

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- Perform keyword research, on page and off page optimization of website.
- Create and Manage Social Media Pages on Social Media Platform
- Managing PPC Ad campaigns across Google and Facebook
- Review of Web Traffic Report using of Google Analytics
- Create weekly and monthly SEO, SEM and SMM reports.

- I am working as a **Digital Marketing Expert** with SNV Services. From Feb 2019 to March 2022

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- Perform keyword research, on page and off page optimization of website.
- Create and Manage Social Media Pages on Social Media Platform
- Managing PPC Ad campaigns across Google and Facebook
- Review of Web Traffic Report using of Google Analytics
- Create weekly and monthly SEO, SEM and SMM reports.

- I have worked as a **Digital Marketing Executive** with MarketRasie India Pvt Ltd. From September 2018 to Feb 2019

**Job Responsibilities:**

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- Perform keyword research, on page and off page optimization of website.
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- Review of Web Traffic Report using of Google Analytics
- Create weekly and monthly SEO, SEM and SMM report.

- I have worked as a **Digital Marketing Executive** with 24 Carat Financial Services. From March 2018 to September 2018

Job Responsibilities:

- Keyword Research
- Website Optimization, Lead Generation
- Review of Traffic Report using of Google Analytics
- Performing Off-Page as well as on-page optimization for a website
- Creating Post with images for social media channels
- Certificate in Advanced Google Analytics
- Journal of Emerging Technologies and Innovative Research
- International journal of Creative Research Thought
- Certificate in Java & Android
- Operating System : Linux & Windows
- Manual Testing : SDLC, STLC
- Web Technology: Wordpress
- Date of Birth :
- Programming Knowledge: SQL,HTML, CSS, JAVA
- Date of Birth : 02-10-1991
- Gender : Female
- Nationality : Indian
- Language Known: English, Hindi

- Travelling, Reading and Listening to Music.

**DATE:**

**(HARSHA SOLANKI)**

**PLACE:**