



PROFILE

A clear communicator with the background of marketing, Web-savvy digital marketing expert with proven accomplishments in planning and executing web, SEO and social media campaigns with a view to create and maintain the company's presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing

docks. A committed individual who effectively evaluates end to end customer

CONTACT

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LOCATION:
Ahmedabad, Gujarat

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HOBBIES

Travelling
Dancing
Singing
Reading

HIMANI SANKHLA

Lead - Digital Marketing & Creative

EDUCATION

Jai Narain Vyas University, Jodhpur, Rajasthan
Master of Commerce (Business Administration) - 2012 - 2014
Bachelor of Commerce - 2009 - 2012

Jai Narayan Vyas Sr. Sec. Girls School, Jodhpur, Rajasthan
Senior Secondary - 2008 - 2009
Higher Secondary - 2006 - 2007

WORK EXPERIENCE

Global Vox LLC – Lead - Digital Marketing & Creative

July 2019–Present

- Plan, execute & Measure all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising & assess against goals (ROI and KPIs) campaigns
- Identify trends and insights, and optimize spend and performance based on the insights
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Work with team to Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Handling all the requirements of creatives of the agencies and delivering the outputs to the clients with the help of creative team.
- Collaborate with agencies and other vendor partners
- Oversee and manage all contests, giveaways, and other digital projects
- Compiling monthly report data on traffic & rankings of clients
- Run technical audits on websites according to our highly-detailed instructions
- Analyze competitor websites for organic traffic insights
- Taking care of everything from SEO, SEM to Social Media Marketing. Handling the social media platforms of the clients and converting lead through paid and organic practices.
- Report on marketing KPIs like leads, conversion rates, website traffic and social media engagement
- Conduct competitive research and analyze benchmarking data.

KEY SKILLS

Interpersonal: Good communication, leadership and teamwork skills. Good command over English, Hindi and Gujarati.

- Be comfortable in communicating effectively
- Think creatively about innovative approaches to marketing
- Understand what makes a good online marketing campaign
- Expert in Marketing Analytics and Social Media Management
- Excellent communication skills, for online CRM and outreach
- Google Analytics and Google AdWords
- Strategic Planning, Business Development, Market Research
- Proven organizational ability with strong attention to detail; able to see the big picture while paying attention to details
- Utilize excellent organizational skills to manage multiple projects, under quick deadlines and be able to respond quickly and accurately to change
- Impeccable eye for detail, strong organization skills, and ability to meet tight deadlines
- Highly credible and highly regarded with ability to inspire confidence in other colleagues, peers and leaders
- Highly motivated with a strong work ethic; able to operate independently and with minimal supervision
- Understanding of key industry metrics (CTR, CPC, CVR, etc.) and variables (Quality Score) and the ability to recognize how they might impact the business
- Excellent computer skills, particularly Excel, PowerPoint and the ability to work with data efficiently and effectively; strong analytics skills
- Strong knowledge of social media, picks up new thinking, tools and tech quickly
- Capable of being highly flexible and able to deal with change

Pandit Ventures Pvt. Ltd. – Sr. Digital Marketing Executive

June 2018 – June 2019

- Analyzing online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution
- Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in organic search campaigns
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with business goals
- Suggest activities for improving the quality of online content
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion, optimization and Grouping
- Identifying powerful keywords to drive the most valuable traffic
- Filling websites and other content with effective keywords
- Analyzing keywords and SEO techniques used by competitors
- Research and implement search engine optimization recommendations
- Research and analyze competitor's organic links and their performance
- Develop and implement link building strategy

Innovatus Marketer Touchpoint LLP. – SEO Expert

April 2016 – May 2018

- Run technical audits on websites according to our highly-detailed instructions
- Help craft "to-do" lists for fixing items found on the technical audits
- Discover target keywords & evaluate organic competitors to identify gaps in our content or areas of improvement in our web design responsiveness
- Identify areas for on-site improvements in site structure, internal linking, and content
- Perform keyword research & build lists of targeted key phrases
- Proofread copy for keyword optimization per our specs
- Run citation & link profile reports
- Apply on-page optimization by uploading new content and filling out page titles, meta descriptions, and image alt tags
- Perform off-page tasks such as directory & article submission, bookmarking, classified posting etc.
- Implement link building strategies and manage backlinks to build online authority
- Compiling monthly report data on traffic & rankings

KEY AREAS OF EXPETISE

- Search engine optimization
- Lead Generation
- Website Strategies
- Online Brand Reputation
- Competitor Analysis
- Digital touchpoint management
- Social media management
- Web analytics & trends
- Email marketing

PERSONAL DETAILS

Date of Birth: 03-07-1992

Nationality: Indian

Marital Status: Married

Gender: Female

City: Ahmedabad, Gujarat

Language: Hindi, English, Gujarati, Rajasthani

WORK EXPERIENCE

Shri Bharat Worldwide Pvt. Ltd. – (From **SEO & Social Media Executive** to **Sr. SEO Expert**)

September 2012 – February 2016

- Identifying powerful keywords to drive the most valuable traffic
- Analyzing keywords and SEO techniques used by competitors
- Identifying powerful keywords to drive the most valuable traffic
- Developing link building strategies
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Analyze competitor websites for organic traffic insights
- Determine the best keywords to focus on throughout campaign
- Optimize the copy of branding content
- Perform on-page and back-end optimizations for better rankings
- Provide regular updates throughout the process