

VIKAS SHARMA

In-House Digital Partner | Business → Brand Builder
I align: Website + SEO + SMM + Ads + Content + Data
into one connected growth system

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Carrier Summary

I work as an In-House Digital Partner, helping businesses transform into strong, visible, and scalable brands by owning their entire digital ecosystem – from foundation to growth.

Instead of managing isolated tasks or multiple vendors, I take end-to-end ownership of digital strategy and execution, ensuring every channel works together toward real business results.

What I manage and align under one vision:

- Domain, hosting & technical infrastructure
- Website & platform development (Magento 2, Joomla, Wordpress, Moodle, React)
- Performance and Speed Optimization
- SEO strategy & administration
- Social media presence & SMM execution
- Content planning, writing & media coordination
- Paid ads (Google & Meta) with landing-page alignment
- Lead flow, CRM coordination & performance tracking
- Analytics, optimization & cost efficiency

My strength lies in connecting everything – website, SEO, SMM, ads, content, and data – into a single growth system that improves visibility, generates quality leads, and builds long-term brand value.

Technical Skills:

Technical Competencies in following areas:

- **Front End Tools Expertise** HTML, CSS, Bootstrap, JavaScript, XML, Ajax, PHP, MySQL, React
- **CMS Theme Expertise** Magento 2, Joomla, Wordpress, Moodle
- **Softwares** MS Office, Adobe Photoshop, Adobe Premier, CorelDraw, Dreamweaver, VS Code, SQLYOG, XAMPP, WINSXP, FILEZILLA, PUTTY, SSH Commands, PHPMYADMIN, CPANEL
- **Operating Systems** Windows, Ubuntu, Linux
- **Servers/Technology** Xampp, Lamp, Hostgator, Digital Ocean, AWS
- **SEO/SEM** OnPage SEO, Technical SEO, Off Page SEO, PPC (Adword)
- **SMO/SMM** Facebook, YouTube, WhatsApp, Instagram, LinkedIn, Pinterest, X
- **Content/Media** Web Content (plagiarism free), Graphics web & social
- **Data Analytics** GA4, GSC, GTM, Tableau
- **AI Tools** ChatGPT, Google Gemini, Perplexity, Jasper, Copy.ai, SurferSEO, Ahrefs, SEMrush, Canva, Midjourney, Zapier, HubSpot, Grammarly, Buffer

Organizational Experience:

Current Organization:

Eduotion Learning Pvt. Ltd.

Period-Nov, 2023 onwards

Position- Full-Stack Web, & Digital Growth Specialist

Last Organization:

Fanusta Global Pvt. Ltd & Codevidhya Pvt. Ltd.

Period-July, 2016 to July 2023

Position- IT Manager, Back IT Support

Organization Worked:

eBizneeds Internet Solutions Pvt Ltd.

Period-Mar, 2011 to Nov-2015

Position- Web Designer, CMS Developer

Professional Experience:

- Full Support into Project Requirement, Documents, Testing and Manage.
- Experience with All Type of Popular Themes in Wordpress, Joomla and Magento platform.
- Extend the Functionality of website using Paid or Free Plugins
- Good Knowledge of Server Manage and Maintain. Shared, Dedicated, VPS and Cloud Servers.
- Good Understanding of Onpage & Offpage SEO Techniques.
- Knowledge about Digital Marketing Technique and Tools.
- Work Regular on Website Manage, Maintain & Optimization.
- Domain Hosting Management, Security & Privacy Feature, USER, PERMISSION
- Instance, EC2, RDS Databases, Cloudfront, IAM User, S3 Buckets, SSL Setup, CDN Configure, Backup Management
- Experience developing websites in HTML, CSS(HTML5 CSS3) W3C validate for all browsers, Responsive design experience targeting desktop, mobile and tablet using Bootstrap and custom queries.
- Client-focused attitude with excellent communication skills, both written and verbal.
- Capable of working independently and decision making. Expert in understanding of user requirements. Quick learning ability to work on different platforms.
- Delhivery, Fedex, Payubiz, Ccavenue, ISP, Mail Server, Qrcode
- 15Yr+ Functional experience with expertise in web technology, Maintenance Management, Configuration Control of Web Applications.
- Third Party Services Panel Training and Maintain. CRM, Mail Services and many more
- Always looking to improve and learn new skills.

Project Description:

- <https://edunotionlearning.in/>
- <https://lms.edunotionlearning.in/>
- <https://travelwith.in/>
- <https://brainboticslearning.com/>
- <https://fanusta.com/>
- <https://codevidhya.com/>
- <https://cvlms.codevidhya.com/>
- <https://eurointernationalschool.in/>
- <https://indesignbyfanusta.com/>
- <https://trailerrepaircentre.com>
- <https://ebizneeds.com.au>
- <https://soursopleaves.com.au/>
- <https://clarusclinic.com/>
- <https://tcmahealthcare.com/>
- <https://heatherbraeshortbreads.com.au/>
- <https://www.outdoorfurnituresuperstore.com.au/>
- <https://beyondbright.com.au/>
- <https://rjliving.com.au/>
- <https://billyguyatts.com.au/>
- <https://stancash.com.au/>
- <https://activewearonline.com.au/>
- <https://fortyredbangles.com/>
- <https://www.thefeathershop.com>



Domain Management Services

- Registrar Selection
- Domain Name Search
- Extension Selection
- Discount Offers
- DNS Setup & Configuration
- Domain-Specific Email
- Support Team Contact
- Domain Transfer

Hosting Services

- Hosting Selection
- Hosting Setup and Configuration
- Website Upload and Accessibility
- Server Management
- Server Optimization
- Backup and Restore Services

Graphic Design Services

- Logo & Branding
- Logo Design
- Business Card
- Stationery Design
- Label Design
- Letterhead Design
- Signage Design
- Billboard Design
- Trade Booth Design
- Car Wrap Design

Web Design Services

- Web Design
- Wordpress Design
- App Design
- Banner Ad Design
- Icon Design
- BigCommerce Design
- Email Marketing Design
- Newsletter Design
- Squarespace Design
- Woocommerce Design
- Landing Page Design
- Infographic Design
- Social Media Graphics

Website Development

- Information Website
- Premium Layout Design
- Website Pages
- Sliders
- Search Functionality
- Blogs Functionality
- Testimonials Functionality
- Whatsapp Integration
- XML Sitemap
- SSL/CDN Integration
- Contact Us Form
- Email Setup
- Google Location Map
- URL Submission in Search Engine
- Google Analytics Setup
- Cross Browser Compatibility
- Responsive for Devices
- Unlimited Category, Product Listing
- Multiple Product Views
- Cart, Wishlist and Checkout Feature
- Guest Checkout
- Discount Coupon
- Category and Product Carousel
- Simple, Configurable Bundled, Virtual, Combo Products Features
- Product wise inquiry form

- Manage Orders, Invoice, Shipment Feature
- User Management
- Meta Tag Feature
- Products/Services Search Bar
- Related, Up-Sell, and Cross-Sell Products Features
- Advanced Pricing Rules
- Shipping Feature
- Latest and Best Sellers Blocks
- Share and Like Product Feature to SMM
- Email, Review and Rating Features
- Store and Products QR Code
- Product Filter Features
- Bulk Product or Content Upload
- Speed Optimize
- Transactional Email Templates Redesign
- Use a Web Services API
- Website Security and Audit
- GST Feature
- Multiple Language, Currency Support
- Single Page Checkout
- Abandon Cart
- Payment Gateway Integration
- Multiple Custom Forms and Save Data
- Custom Shipping Methods
- Social or OTP Login
- Shipping Estimation Features
- Bulk Promotional Email and Social Share
- Live Chat Functionality Integration
- Track Order Functionality
- SMS User Engagement Features
- Gift Voucher and Gift Certificate
- SEO Booster
- Customized Account Page
- Event Management
- Custom Plan Based on goals to achieve

OnPage SEO Optimization

- Review & Analysis
- Keywords Research
- Website Analysis
- Content Duplicacy Check
- Initial Backlinks Analysis
- Google Penalty Check
- Competition Analysis
- Keyword Research
- Onpage Changes
- Title Tags Optimization
- Meta Tags Optimization
- Content Optimization
- HTML Code Optimization
- Website Responsive Check
- Website Permalinks Analysis*
- *Schema Markup Analysis
- Page Speed Analysis*
- Internal Linking Optimization
- Heading Tags Optimization
- Canonicalization/301 Redirect
- Images Optimization
- Hyperlink Optimization
- Robots.txt Creation/Optimization
- Sitemap Creation
- Google Webmaster Tools Setup
- Bing Webmaster Tools Setup
- Google Analytics Setup & Integration

Off-Page SEO Services

- Blog Posting
- Article Writing
- Guest Blogging
- Broken Backlink Building
- Resource Link Building
- Alerts and Mention
- Link Roundups
- Competitor Backlink Research
- Social Sharing
- Blog Social Sharing
- Slide Submissions
- Text Infographic Creation
- Image Submission
- Video Creation
- Q & A
- Keyword Ranking Report
- Exciting Feature
- Acquired Links Report

Technical SEO

- Website Audit Analysis
- HTTPS Migration
- Implementing SSL (Security Socket Layer)
- Website Loading Speed Optimization
- Redirect Auditing
- Duplicate Content Analysis
- Canonicalization
- 3XX HTTP Errors - Max 10 Pages
- 4XX HTTP Errors - Max 10 Pages
- 5XX HTTP Erros - Max 10 Pages
- Missing, Duplicate & Multiple Title Tags Error - Max 20 Pages
- Too Short & Too Long Title Tags Error - Max 20 Pages
- Missing, Empty & Too Long H2 Tags Error - Max 20 Pages
- Alt Text Missing Error - Max 20 Pages
- No Inbound Link Error

Local SEO Steps

Google My Business Setup

- NAP Syncing
- Geotagging Photos
- Business Description
- Service Area
- Business Category

Local SEO Activities

- Analyzing your local markets
- Competitor Citation Audit
- Competitor Backlink Audit
- Analyzing the competition
- Google My Business Audit
- Google Map Integration on the website
- Google Business Page Setup and Optimization
- Local Citations
- Local Classifieds
- Local News Outreach
- Google My Business Posting
- Business Schema Implementation
- Content Marketing
- Writing Keywords Optimized Content
- Schema Markup
- Local Backlink Opportunities
- Optimizing The Landing Pages
- Add one more in testing
- Tracking & Reporting
- Tracking The Citations
- Observing The Local Traffic
- Observing Competitor Activities
- Detailed Report And Support
- Add one more in testing

Social Media Marketing Services

Facebook Marketing

- Organic Facebook Management Plan
- Facebook Page Creation
- Facebook Cover and Profile Pic Creation
- Facebook Tabs Creation
- Facebook Page Optimization
- Post on Page (1 Per Week)
- Creation of Facebook Polls/ Quiz
- Sharing Posts in Groups
- Responding To Comments
- Call To Action Button Creation
- Hashtag Research
- Influencer Research
- Video Posting
- Page Monitoring
- Competitors Analysis
- Facebook Ads Campaign
- Facebook Business Manager Set Up
- Facebook Ads Campaign
- Create Ad Set
- Create Ads
- Pixel Installation (Website)
- Custom Conversion Creation
- Remarketing
- Detailed Audience Creation
- Custom Audience Creation
- Creation of Automated Rules
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Catalog Creation
- Dynamic Ads Creation
- Instant Experience Ads Creation
- Customization of Ad Placements
- A/B Testing of Ad Set, Creative and Placement
- Carousel And Collection Ads
- Traffic Monitoring
- Monthly Report

Instagram Marketing Services

- Organic Instagram Management
- Business Profile Creation
- Optimization of Business Profile
- Instagram Stories Creation
- Instagram Profile Creation
- Hashtag Research
- Competitors Analysis
- Responding to Comment
- Engagement Strategy
- Outreach with Influencers
- Link with Facebook Page
- Video Uploading On IGTV (1- Provided by Client)
- Instagram Analytics & Monitoring
- Instagram Ads
- Instagram Ads Campaign
- Ads Budget Extra
- Create Ad Set
- Create Ads
- Audience Research
- Instagram Ads Campaign Set up
- Instagram Ads Creative Creation
- Instagram Ads Monitoring
- Monthly Reporting

YouTube Marketing Packages

- Organic Youtube Management
- Youtube Channel Creation
- Cover Photo and Profile Creation
- Video Optimization – 1 Video Weekly
- Custom Thumbnail Creation
- Keyword Research
- Status Posting*
- Responding To Comments
- Youtube Ads
- Video Ads
- YouTube Ad Account Set Up
- Skippable In-Stream Ads
- Non-Skippable In-Stream Ads
- Bumper Ads
- Discovery Ads
- Playlist Creation
- Video Backlinks Creation
- 1 Min Video Creation
- End Screen Cards Creation
- Information Cards Creation
- Video Tags Creation
- Youtube Analytics Monitoring
- Competitors Analysis
- YouTube Video Sequence Ads
- Detailed Audience Creation
- Custom Audience Creation
- A/B Testing Of Targeting
- Remarketing Video Ads
- 1 Promotion Video Ads of Your Product
- Monthly Report

LinkedIn Marketing Packages

- Organic LinkedIn Management
- LinkedIn Business Page Creation
- Goal Analysis
- Competitors Analysis
- Audience Research
- LinkedIn Business Page Optimization
- Creation of Group
- Invite Connection To Like Your Page
- Posting In LinkedIn Groups
- Video Posting
- Image Posting – 2 per week
- Hashtag Research
- Creation Of Showcase Page
- Responding To Comments
- LinkedIn Ads Management
- Creation of Campaign – 1
- Ads Budget Extra
- Campaign Manager Account Set-Up
- Ad Set – 1
- Ads – 1
- LinkedIn Insight Tag Installation
- Creation of Custom Conversion
- Ads Monitoring
- Monthly Report

PPC Management Packages

- CAMPAIGN SETUP
- Network Account Set-Up
- Text Ads
- Display Ads
- Gmail Ads
- Advanced Remarketing
- Location Targeting
- Setup Conversion Code
- Competitor Analysis
- Keyword Optimization
- Landing Page Suggestion
- A/B Testing
- Analytics Setup
- Ad Copy Optimization
- Keyword Bid Optimization
- CTR, CPC Analysis
- Reporting and Support
- Package Price Extra
- 25 Products
- Google Merchant Setup
- Feed Creation
- Linking Merchant Centre to Ads Account
- Search Campaign
- Standard Shopping
- Performance Max
- Advanced Remarketing Setup
- Assets Creation
- Product Listing
- Audience Signal
- Inventory Exclusion
- ROI Analysis
- Tag Manager Set Up
- Flow Chart Creation
- Goal Creation
- Funnel Visualization

Website Management & Maintains

Catalog Management

Checkout, Payment, and Shipping

Order Management

Customer Account Management

Customer Services

Analytics and Reporting

Increased Customer Loyalty

- Rewards Points
- Store Credits
- Wish Lists,
- Gift Registry
- Gifting Options
- Private Sales
- Configurable Order
- Tracking Widget
- Notification and Messages
- Use CRM Tool
- System Customer Segmentation,
- Targeted Promotions & Merchandising
Customer Attribute Management
- Visual Merchandiser
- Dynamic Rule-Based Product Relations
- Automated Email Marketing Reminder
- Content Management System
- Make Discount, Offers Product Promotions

Link Building (Off Page SEO) Activities

- CTR optimization
- Dwell time
- External links
- Analyze SERP intent
- Featured snippets
- Social signals
- SEO Analysis and Check Result
- Set Geotargeting
- Brand Mentions
- Commenting
- Forums
- Guest Author
- Broken Link Building
- Social Networking
- Social Bookmarking
- Content Marketing
- Questions & Answers
- Newsletters
- Backlinks – Off-page SEO
- Bookmarking Off-page SEO
- Perfect Page Layout
- Forum Posting Off-page
- Article Submission:
- Guest Posting
- Link Exchange
- Directory submission
- Search Engine Submission
- Classified submission
- Video Promotion Techniques
- Blog Review
- PDF Submission
- Image submission
- Infographic submission