

# HIMANSHU PAREEK

Digital Marketing Sr. Executive

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## SUMMARY

Results-driven Digital Marketing Specialist with over 3 years of experience in driving online growth through SEO, Meta Ads, and social media marketing. Started as an intern at Rental Cloud, progressing to a Senior Digital Marketing Executive at Balwaan Krishi.

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## WORK EXPERIENCE

### Agriculture Company

Mar. 2023 - Present

#### Digital marketing sr. executive

- Managed on-page SEO for the entire Balwaan Krishi website, optimizing content, metadata, and Technical SEO for improved search rankings.
- Spearheaded Meta Ads campaigns with a ₹5 lakh+ monthly budget, ensuring maximum ROI through audience targeting, A/B testing, and performance analysis
- Allocated and optimized a ₹2 lakh website budget to drive conversions and brand awareness
- Handled social media management for Balwaan Krishi, strategizing and executing engaging campaigns across multiple platforms.
- Developed ad scripts and content strategies for social media, ensuring brand consistency and audience engagement.
- Analyzed campaign performance using Meta Business Suite, Google Analytics, and SEO tools, implementing data-driven strategies to boost reach and conversions.

### HS Rental cloud

Dec. 2021 - Feb. 2023

#### Digital marketing executive

- Planning and executing web design, Seo(on page and off page) , 12/2021 - Present social media marketing and E-mail marketing

### HS Rental cloud

Aug.2021 - Nov. 2021

#### Digital marketing executive (Intern) )

- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Performing tasks SEO(On Page/Off Page), SMO

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## EDUCATION

### Rajasthan University

2022

M.Com in EAFM

### Rajasthan University

2020

Bachelor of commerce

### Maheshwari Sr. Sec. School

2017

Senior Secondary

## SKILLS

- **Meta ads**
  - **Website Planning & Creation(WordPress, Shopify, CSS)**
  - **SEO(on page and off page)**
  - **SMO (Instagram, Facebook, linkedin, Twitter)**
  - **SMM (Social media marketing)**
  - **Graphic design(Canva, Photoshop)**
  - **Video editing and creation( Filmora)**
  - **Keyword research (For Google ads and SEO)**
  - **Content writing( Inbond Content, Copy writing Content, adsenting content, image content, technical content)**
  - **Google Analytics**
  - **Search Console (Google, ahrefs web master)**
  - **Lead generation**
  - **Tally ERP 9**
  - **Basic Excel**
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## ACHIEVEMENTS & AWARD

- Google Ads Search Certification
  - Google Ads Display Certification
  - Technorazz-2016 at Jaipur National University. Got a Participation Certificate in AD-Drama.
  - PPT Competition at Maheshwari Sr. Sec. School. Got 1st Position in PPT competition.
  - Caricature ART Contest at Maheshwari Sr. Sec. School. Got 2nd Position in Caricature ART Contest competition in inter-house competition.
  - Drama Competition at Maheshwari Sr. Sec, School. 1st Position in Caricature ART Contest competition in inter house competition.
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## LANGUAGES

- Hindi & English
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## DECLARATION

- I hereby declare that all the details provided above are true to the best of my knowledge.