

Himanshu Verma

Assistant Manager - Growth

Digital Marketing | Web Development | Branding

LinkedIn: [Himanshu Verma](#)

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Professional Summary:

Experienced Marketing Manager with **5+ years** in Digital Marketing, specializing in SEM strategies, content optimization, and data-driven decision-making.

Skilled in SEO, Google Ads, Meta Ads, Google Analytics, GTM, CMS Management, frontend development, UI/UX design, cPanel, AWS, and DNS configuration.

Passionate about enhancing brand visibility and driving revenue growth.

Work Experience: (6 Years)

Assistant Manager - Growth

Ethinos Digital Marketing Pvt Ltd | Cannaught Place, New Delhi | Mar 2024 – Present

- Managed SEO for leading D2C brands ([ITC Hotels](#), [Ginger Hotels](#), [Apollo Pharmacy](#), [Orient Electric](#), [Big Haat](#), [Elite Hubs](#)), driving **10M+** monthly organic visitors.
- For Ginger Hotels Boosted organic revenue increased by **48% YoY**.
- For BigHaat, Boosted organic revenue by **152% YoY** and increased conversion rate to **9%**.
- Optimized EliteHubs' website architecture, improving indexing by **95%** and ranking for high-volume **gaming PC accessory keywords (e.g., PC Build)**.
- Led **SEO migration for Orient Electric**, resolving crawling issues, optimizing indexation, and retaining **82% traffic post-migration**.
- Enhanced ITC Hotels' Core Web Vitals, improving mobile performance and increasing the Look-to-Book ratio by **5%**.
- Managed **200+** Google Business Profiles for **ITC Hotels** and **60+** Google Business Profiles for **Ginger Hotels**, ensuring accuracy and optimized local SEO.
- Manage a team of 10 SEO specialists, ensuring execution of high-impact SEO strategies.

Projects: ITC Hotels, Ginger Hotels, Apollo Pharmacy, Orient Electric, BigHaat and Elitehubs.

Marketing Consultant

iYnix Digital Solutions | Noida | Oct 2022 – Mar 2024

- Developed and executed SEM strategies to improve website **organic and paid performance** for USA-based clients including Be So Well, HEAL, Tristate Waterproofing, Jansmith, and Conscious Medicine.
- Optimized website performance, monitoring key metrics through Google Search Console & Google Analytics, leading to a **30% increase in organic sessions** across multiple clients.
- Improved local SEO for Tristate Waterproofing, driving a **40% increase** in location-based leads.
- Enhanced website user experience (UX) and conversion rates for Be So Well, leading to a **20% growth** in customer engagement.
- Implemented content marketing strategies for HEAL and Conscious Medicine, increasing organic **traffic by 35%** through targeted blog and service page optimizations
- Lead the strategy, development, and SEM teams.

Projects: Be So Well, HEAL, Tristate Waterproofing, Myproroofting, Conscious Medicine, and Jan Smith

SEO Analyst

Asset Yogi | New Delhi | Sep 2021 – Apr 2023

- Led the SEO strategy and digital framework for VIDFIN, a video-based finance education platform with a subscription model.
- Translated business ideas into actionable blueprints, defining the website structure, subscription models, and content strategy and garnered **3k+ installs with 2000+ active users**.
- Designed wireframes for key platform components, including the website, blog, and mobile app, ensuring seamless user experience.
- Defined subscription tiers, outlining inclusions such as stock recommendations, financial courses, and market insights.
- Conducted research to identify the best web and mobile app frameworks, optimizing for performance and scalability.
- Collaborated with graphic designers and content teams to bring the platform vision to life, aligning branding and user engagement strategies.

Projects: VIDFIN, Asset Yogi

Sr. Digital Marketing Executive

Lead For Revenue Generation | Noida | Jan 2021 – Sep 2021

- Assisted in digital marketing campaigns to drive traffic & lead generation.
- Optimized website content for better search engine rankings.
- Performed competitor analysis & link-building strategies.
- Analyzed website performance using Google Analytics.

Projects: L4RG, Cyber Radar System, Cyber Radar University, Rookings

SEO Team Lead

SEO India Experts Pvt Ltd | New Delhi | Dec 2018 – Dec 2020

- Developed SEO & content strategies to improve rankings.
- Conducted keyword research & SEO optimizations.
- Led a team & implemented effective SEO strategy.
- Provided weekly reports on SEO performance.

Education:

- Advanced Digital Marketing – Delhi Institute of Digital Marketing
- Frontend website development – Shaw Academy
- Cryptocurrency Course – Shaw Academy
- B.B.A – IEC University
- AISSCE (Class XII), CBSE Board
- AISSE (Class X), CBSE Board

Technical Skills:

- HTML, CSS, JS, JS Frameworks, cPanel, DNS, Cloudflare, and AWS.
- SEO Tools: Ahrefs, SEMrush, Screaming Frog, Moz, Talkwalker.
- Analytics Platforms: Google Analytics, Looker Studio, GSC, GTM
- CMS Platforms: Shopify, WIX, WordPress, Squarespace, Thryv
- Additional Skills: Schema Markup, Semantic SEO Frameworks

Soft Skills:

- Leadership & Team Management
- Strategic Thinking & Problem Solving
- Communication & Stakeholder
- Adaptability & Continuous Learnin

Reach Out to Me at

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