

Vishal Sharma

SEO & Digital Marketing Specialist

SEO & Digital Marketing Specialist with 4+ years of experience driving organic growth across eCommerce, Healthcare, SaaS, and Cryptocurrency, with a track record of leading SEO teams and delivering measurable business growth.

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PROFESSIONAL SUMMARY

SEO & Digital Marketing Specialist with 4+ years of experience driving organic growth and paid marketing across eCommerce, Healthcare, SaaS, and Cryptocurrency industries. Skilled in Technical SEO, International SEO, Local SEO, On-Page SEO, Off-Page SEO, Google Ads, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), and AI Search Optimization for Google Search, AI Overviews, ChatGPT, Claude, Gemini, and Perplexity. Increased organic traffic by 120% and generated 6M+ impressions and 52K+ organic clicks in three months across multiple websites while managing multilingual SEO, Google Ads, and high-authority link-building campaigns. Proficient in GA4, Google Search Console, Google Ads, Ahrefs, SEMrush, Screaming Frog, Microsoft Clarity, WordPress, and Google Merchant Center, with a track record of leading SEO teams, mentoring interns, and delivering measurable business growth through data-driven SEO and PPC strategies.

CORE SKILLS

SEO & Analytics Tools: Google Analytics 4 (GA4), Google Search Console (GSC), Google Ads, Google Tag Manager (GTM), Ahrefs, SEMrush, Screaming Frog, Microsoft Clarity

Core SEO: Technical SEO, On-Page SEO, Off-Page SEO, International SEO, Local SEO, AEO, GEO, AI Search Optimization, Core Web Vitals

Google Ads & PPC: Search Ads, Shopping Ads, Performance Max (P-Max), Display Ads, Local Ads, Google Merchant Center, Conversion Tracking

Content & Link Building: Keyword Research, Content Strategy, Guest Posting, Digital PR, Outreach, Link Building, Topical Authority

Technical: WordPress, WooCommerce, HTML, CSS, Schema Markup, Structured Data, Hreflang, XML Sitemap, Robots.txt

AI & Automation: ChatGPT, Claude AI, Gemini, Perplexity AI, Prompt Engineering, LLM Optimization, AI SEO Workflows

Marketing & Analytics: SERP Analysis, Competitor Analysis, Website Audits, CRO, Performance Reporting, Data Analysis

Leadership: Team Leadership, Project Management, Client Communication, Training & Mentoring, Problem Solving

PROFESSIONAL EXPERIENCE

SEO Team Leader

Sep 2025 - Present

BrosLabs - In-House Company & Agency, Ahmedabad

- Led SEO strategy for 15+ websites across the eCommerce, Healthcare, SaaS, and Cryptocurrency industries.
- Improved organic traffic by 120% through Technical SEO, On-Page SEO, Off-Page SEO, International SEO, Local SEO, AEO, and GEO.
- Generated 6.1M+ impressions and 52K+ organic clicks in 3 months across managed websites.
- Achieved 2.9M+ impressions and 16.5K+ clicks in 3 months through technical optimization and content improvements.
- Optimized websites for Google AI Overviews, ChatGPT, Claude, Gemini, and Perplexity to improve AI search visibility.
- Conducted technical SEO audits and resolved crawl and indexing issues while improving Core Web Vitals, schema markup, and internal linking.
- Managed multilingual websites using hreflang and international SEO best practices.
- Built high-authority backlinks through outreach, guest posting, and digital PR campaigns.
- Optimized 25+ Google Business Profiles, increasing local rankings and lead generation.
- Managed Google Ads campaigns across Search, Shopping, Performance Max, and Local, and optimized Google Merchant Center product feeds while resolving policy issues.
- Delivered 448,000 impressions, 7,410 clicks, and 9+ conversions in a single month on approximately \$1,650 ad spend through continuous campaign optimization.
- Analyzed and reported performance using GA4, GSC, Ahrefs, SEMrush, Screaming Frog, and Microsoft Clarity.
- Mentored SEO interns and collaborated with developers and content teams to improve search performance.

SEO Executive

Jul 2024 - Aug 2025

Media NV - Digital Marketing & Software Development Agency, Ahmedabad

- Led a complete website revamp strategy, planning an SEO-friendly structure, layout, and user flow.
- Restructured site architecture to improve navigation, hierarchy, and internal linking, boosting organic traffic by 120%.
- Optimized on-page elements including meta tags, schema, mobile usability, content, and internal linking.
- Optimized 25+ Google Business Profiles for USA and Canada clients, driving local leads.
- Coordinated with design, development, and content teams to align SEO with UX and branding goals.
- Created SEO audit reports using SEMrush, Ahrefs, Screaming Frog, GSC, and Google Analytics.
- Managed the SEO team and drove improvements in Google Search rankings and AI visibility.
- Designed SEO-friendly WordPress websites with structured optimization.
- Trained new joiners in SEO and AI prompt engineering, improving skills and project outcomes.
- Executed off-page SEO through link building, guest posting, and digital outreach.

SEO Executive

Mar 2023 - Jun 2024

Diya Infotech - Web Research & Marketing Company, Ahmedabad

- Executed SEO strategies that drove significant growth in organic traffic and rankings.
- Conducted technical audits and improved indexing and overall site health.
- Performed keyword research and on-page SEO to improve relevancy.
- Built quality backlinks to boost domain authority and search rankings.
- Delivered SEO reports with actionable insights to improve client strategies.

- Optimized Google Business Profiles to enhance local search presence and customer engagement.
- Managed social media accounts to strengthen brand presence and support digital marketing goals.

SEO Executive

Jul 2022 - Feb 2023

The Dial Web - Digital Marketing Agency, Jaipur

- Designed and developed SEO-friendly WordPress websites optimized for speed, mobile responsiveness, and search visibility.
- Executed on-page, off-page, and technical SEO strategies to boost rankings and traffic.
- Led cross-functional teams, ensuring efficient task delegation and timely project delivery.
- Managed social media accounts to support SEO and brand goals.

EDUCATION

Bachelor of Computer Applications (BCA)

Jai Narayan Vyas University, Jodhpur | 2017 - 2020

CERTIFICATIONS & TRAINING

- Digital Marketing Course - Brandveda
- Brandveda SEO Certification
- Brandveda PPC Certification
- AI Prompt Engineering
- Certified Penetration Testing Engineer (CPTE)
- Certified Information Security and Ethical Hacking (CISEH) - Pristine InfoSolutions