



Bharat Vashistha

Noida, Greater Noida

ibharatvashistha@gmail.com | 8882784264 | DoB: 6 July 1989

LinkedIn: www.linkedin.com/in/ibharatvashistha

I have 12 years of experience in Digital Marketing, SEO, PPC, and SEM. I improved website rankings by 200% and won "Employee of the Year" I've worked with tools like Google Ads/PPC, GA4, and Search Console. I help businesses grow in English and non-English markets like Japan and Korea.

I also use Generative AI tools like ChatGPT, Jasper, Surfer SEO, and Copy.ai to speed up content, boost SEO, and deliver better results. I believe in smart work, strong strategies, and long-term business growth.

Professional Experience

KD Market Insights Private Limited **Manager**

09/23 - present

- Data and AI Driven Digital Marketing Strategy Development
- Lead Generation and Conversion Optimization
- International SEO (Non-English Websites)
- SEO/SEM Expertise
- Web Analytics and Performance Reporting
- Email Marketing and Develop Campaigns
- Organic and Paid Social Media Management
- Competitor and Market Intelligence Analysis
- Team Leadership and Cross-functional Collaboration

Research Nester Private Limited **Assistant Manager**

05/21 - 04/23

- Develop and execute integrated digital marketing strategies aligned with business goals.
- Drive lead generation efforts and achieve monthly performance targets.
- Manage multi-channel campaigns including SEO, SEM, email, social media, and content marketing.
- Analyze campaign performance, conduct market research, and optimize strategies based on data and trends.
- Oversee website management, SEO optimization, and content updates.
- Collaborate cross-functionally and manage relationships with external partners and media.
- Lead, train, and manage marketing teams while optimizing budgets and adopting new tools for ROI growth.

Cyfuture India Private Limited **SEO Team Leader**

01/16 - 05/21

- Optimize websites for Google Core Web Vitals and improve load time across devices.
- Manage social media accounts and run Meta Ads for multiple brands.
- Execute SEO strategies for multiple websites to improve keyword rankings and organic traffic.
- Perform competitor analysis using SEMrush and other tools.
- Monitor and resolve issues via Google Search Console and analyze performance via GA, SEMrush, and Ubersuggest.
- Implement on-page and off-page SEO techniques aligned with Google's E-A-T, BERT, and RankBrain algorithms.

- Provide content marketing suggestions and recommend structural and linking improvements for SEO.

MedyLife OPC Private Limited
SEO Manager

03/15 - 01/16

- Managed and maintained social media channels, ensuring regular posting, audience engagement, and brand consistency across platforms.
- Uploaded content and product data to the website, verified entries for accuracy, and ensured timely updates.
- Conducted comprehensive keyword research using Google Keyword Planner to identify high-performing keywords for SEO campaigns.
- Monitored, tracked, and analyzed website traffic and user behavior using Google Analytics to evaluate campaign performance and user engagement.
- Developed and implemented effective link-building strategies to improve domain authority and organic search rankings.
- Optimized blog content by integrating traffic-driving keywords to enhance visibility and drive targeted organic traffic.

Prodata Doctor Private Limited
SEO Executive

09/13 - 03/15

- Executed Off-Page SEO strategies, including link building, brand mentions, and social bookmarking to improve website authority and rankings.
- Performed On-Page SEO activities such as meta tag optimization, internal linking, URL structure, and content enhancement for better search engine visibility.
- Utilized Google Analytics and Google Search Console to monitor website performance, track user behavior, and identify areas for technical and content improvements.
- Researched and identified high Domain Authority (DA) websites for quality backlink opportunities to strengthen the site's SEO profile.

Education

UPTU, Lucknow

08/07 - 06/11

B.Tech, Information Technology - Aggregate 68.0 %

- Four Year Undergraduate Program focused on the study of computer systems, software development, networking, website development and IT infrastructure

CBSE, Delhi

04/06 - 05/07

Intermediate - 79.8% (PCM)

- Completed Intermediate (Science Stream - PCM) from DAV Public School, Sahibabad

Projects

KD Market Insights Private Limited

- www.kdmarketinsights.com
- www.surveyreports.jp
- www.kdmarketinsights.com

Research Nester Private Limited

- www.researchnester.com
- www.sdki.jp

Cyfuture India Private Limited

- www.go4customer.com
- www.cyfuture.com
- www.go4customer.co.uk
- www.indianartideas.in

Certifications

- Generative AI Mastermind By Outskill
- Generative AI Tools by Skill Nation
- Google Ads / Analytics Certification
- SEMRush Certification
- Mera Ads
- LinkedIn Ads

Tools & Platforms

- Analytics and Tracking : GA4, Microsoft Clarity
- SEO & SEM : SEMrush, Ahrefs, Screaming Frog, Google Ads
- Design / Content : Canva, WordPress
- CRM & Automation : Hubspot, Salesforce, Mailchimp

Awards and Recognition

- Employee of the Year 2017 (Cyfuture India Private Limited)
- Gem of Company 2022 (Research Nester Private Limited)

Key Skills

- Artificial Intelligence in Marketing: Apply AI for personalization, audience targeting, and performance prediction.
- Generative AI in Marketing: Use tools like ChatGPT to generate content, ad copies, and creative ideas efficiently.
- SEO: Optimize content and websites to boost organic search rankings.
- PPC Advertising: Plan and run paid campaigns on Google, Bing, and social media.
- Social Media Marketing: Develop and manage strategies across platforms like Facebook, Instagram, Twitter, and LinkedIn.
- Content Marketing: Create and promote valuable content for targeted audiences.
- Email Marketing: Design and execute email campaigns to drive conversions.
- Web Analytics: Monitor and analyze website and campaign performance using tools like Google Analytics.
- CRO: Enhance website and landing pages to increase conversion rates.
- Marketing Automation: Use tools like HubSpot, Marketo, or Pardot to automate marketing workflows.
- Digital Advertising: Plan and optimize ads across Google Display, social media, and programmatic platforms.
- Press Release Distribution: Distribute press releases through online PR services.

Interests

- Reading about recent technology and advancement in digital marketing
- Travelling
- Meditation