

# Renu Sharma

## Inbound Marketing and Content Manager

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### Summary

Digital Marketing Manager with over 6+ years of successful experience in digital marketing. Recognized consistently for performance excellence and contributions to success in the company projects .

### Work experience

Inbound Marketing and Content Manager April 2016 - Present  
[Shane Barker Consulting | Attrock](#)

Build brand awareness and generate traffic while managing internal and external marketing campaigns and programs.

Create online marketing plans with effective SEO, social media and link building strategies.

Improve page content, keyword relevancy, and branding to achieve search engine optimization goals.

Direct successful marketing campaign with solid linking, technical and keyword research tactics.

Analyze competitor pages to locate backlink and keyword opportunities.

Create strategy for marketing content such as blogs, ebooks, email templates etc.

Improve page content, keyword relevancy, and branding to achieve search engine optimization goals.

Discuss SEO needs and optimized strategies for short- and long-term campaigns.

Work on campaigns like guest posting, influencer marketing, public relations etc.

Manage relationships with high-profile US clients and translate their needs into results-driven strategies.

Evaluate monthly performance statistics and use data to inform future strategies to clients.

Website On-Page technical analysis and report creation.

SEO Analyst May 2015 - March 2016  
The Nine Hertz  
Built, implemented and updated effective SEO strategies.

Completed keyword research to target clients based on keyword targeting.

### Skills

SEO proficiency  
██

Keyword optimization  
██

Strategic planning  
██

Team management  
██

Researched content publications and worked closely with public relations staff to develop outreach campaigns.

Utilized search engine optimization and emphasized importance of link building.

Created dynamic SEO strategies to exceed market competitors and meet client needs.

I Future Vision March 2014 - April 2015

SEO Executive

Helped clients develop website portals and social media pages to promote businesses.

Analyzed and audited clients' websites to address performance issues.

Worked on basic link building like bookmarking, Quora answers, article submissions etc.  
Created weekly performance reports

## Education

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B-Tech July 2010 - March 2014

Rajasthan Technical University

Higher Secondary April 2008 - March 2010

RBSE

## Portfolio

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Please see my portfolio here to know more about my work and experience:

<http://crakmarket.website2.me/>