



# SAURAV SHARMA

Digital Marketer | SEO & SMO Expert | Web Developer

 Jaitpur, Delhi |  +91 9354411776 |  interstellarvibe.in

## PROFESSIONAL SUMMARY

A results-oriented Digital Marketing professional with a strong focus on SEO, Social Media Optimization (SMO), and WordPress development. Experienced in managing digital platforms and executing SEO strategies for educational institutes. Expert in creating high-engagement visual assets and enhancing brand visibility.

## CORE SKILLS

**Digital Marketing:** SEO (On-page & Off-page), **Web Development:** WordPress, Elementor, Performance Marketing, Meta Ads, Google Ads. Theme Customization, Rank Math SEO.

**Graphic Design:** Adobe Photoshop, Visual Branding, Ad Banner Design. **Social Media:** Content Strategy, Trend-Jacking, Organic Growth.

## PROJECTS & EXPERIENCE

**SEO Specialist & Digital Assistant** | *Ambience Computer Education (Jaitpur, Delhi)*

- Optimized the official website to improve search engine rankings and local visibility.
- Managed social media presence and digital branding for the institute.
- Assisted in lead generation through targeted digital marketing efforts.

**Founder & Lead Developer** | *Interstellar Vibe (interstellarvibe.in)*

- Designed and developed a fully functional website using WordPress and Elementor.
- Implemented advanced SEO strategies, significantly increasing content reach.

**Social Media Growth Expert** | *Freelance*

- Utilized 'Trend-Jacking' techniques to achieve high organic reach on social platforms.

## EDUCATION & CERTIFICATIONS

- Advanced Digital Marketing Certification** – Digiperform
- Professional Computer Certification** – Ambience Computer Education
- BA Program** – IGNOU (In Progress)

## **TOOLS & TECHNOLOGIES**

Photoshop, Canva, MS Office, Google Search Console, WordPress Dashboard.