





# Het Mangukiya

CEO & Founder at HK Diverse

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## Expertise

- Flutter Development
- App Search Optimisation
- Digital Marketing
- Search Engine Optimisation
- Figma
- Photoshop
- Illustrator
- PHP API

## Language

- English - Fluent
- Hindi - Fluent
- Gujarati - Native

## Hobbies

- Music & Singing
- Sports & Games
- Drive & Travelling

## Education

• June 2022 - Present

SSIU - Swarnim Startup & Innovation University

**Diploma in Computer Science Engineering (9.2 CGPS)**

• June 2021 - Apr 2022

Aspire Public School

**GBSE S.S.C Board Examination (89%)**

## Experience

• Aug 2023 - Present

HK DigiVerse & IT Consultancy

**Chief Executive Officer & Founder**

As the CEO & Founder of HK DigiVerse & IT Consultancy, I lead our team in delivering cutting-edge IT solutions that drive growth and success for businesses worldwide. Our services include mobile application development, website development, app search optimization, game development, SEO, digital marketing, IT consultancy, graphics design, and UI/UX design. With a focus on innovation and excellence, I am committed to empowering our clients through transformative digital solutions that align with our core values: Power, Prosperity, and Promise.

• Oct 2022 - Jul 2023

OctaFlash Solution

**ASO & Digital Marketing Specialist**

Starting my professional journey as an ASO & Digital Marketing Specialist at OctaFlash Solution, I immersed myself in the dynamic world of app marketing and digital strategy. During my tenure from October 2022 to July 2023, I played a pivotal role in designing and implementing App Store Optimization (ASO) strategies that significantly enhanced app visibility and drove substantial organic growth. My responsibilities extended beyond ASO to include the management of multifaceted digital marketing campaigns across various platforms such as social media, search engines, and email marketing. I was instrumental in conducting in-depth keyword research, optimizing content, and analyzing performance metrics to ensure the effectiveness of our marketing initiatives. This role not only honed my skills in digital marketing but also provided a robust foundation in leveraging data-driven insights to achieve business goals and exceed key performance indicators (KPIs). My experience at OctaFlash Solution marked the beginning of my career, equipping me with valuable expertise and a passion for innovative marketing strategies.