

Nidhi Patel

Digital Marketing Executive

✉ nidhipatel2265@gmail.com ☎ +91 6352012744 🌐 in/nidhi-m-patel 📍 Ahmedabad, India

Digital marketing professional with experience in SEO, social media, and content marketing. Skilled in developing and executing marketing strategies that drive engagement and growth, with a strong foundation in digital tools and analytics.

WORK EXPERIENCE

Digital Marketing Executive, Kpyxal Solutions LLP

May 2024 – Oct 2024

- Led SEO projects that increased organic traffic by 55% and improved search rankings, resulting in growth in user engagement.
- Managed social media accounts (Instagram, Facebook, Twitter, Quora, Behance, Dribbble, Medium, Pinterest), boosting followers by 70% and enhancing brand visibility.
- Collaborated with UI/UX teams to create user-focused content and coordinated with developers on website design, improving user experience by.
- Produced and edited YouTube videos and planned community events, driving increase in audience engagement..

Digital marketing intern, Kpyxal Solutions LLP

Feb 2024 – Apr 2024

- Created and published over 60 SEO-optimized blog posts, improving organic traffic and enhancing brand visibility.
- Conducted keyword research and implemented on-page SEO strategies to increase search engine rankings.
- Managed social media accounts, which grew followers by 30% within two months, through strategic content creation.
- Designed engaging social media graphics and managed content planning to align with marketing campaigns.
- Conducted keyword research and implemented on-page SEO strategies to increase search engine rankings.

PROJECTS

Pyx IT Academy SEO Project

Jun 2024 – Jul 2024

Implemented targeted SEO enhancements for Pyx IT Academy, focusing on boosting search engine rankings and expanding organic reach. Utilized expertise in keyword planning, technical SEO, content optimization, and performance analytics to achieve a 75% increase in visibility and user engagement, resulting in additional monthly visitors across various search platforms.

Jawed Habib SEO Project

Apr 2024 – May 2024

Optimized Jawed Habib's website for search engines by implementing SEO best practices, improving keyword rankings, and increasing organic traffic. Demonstrated strong analytical skills, keyword research, and on-page/off-page SEO techniques to boost the site's visibility and engagement.

SKILLS

Search Engine Optimization (SEO) | Google Analytics & Search Console | Social Media Management |
Keyword Research & Competitor Analysis | Email Marketing | Content Creation & Marketing |
Lead Nurturing | Project Management | Team Collaboration | Market / Trend Research

CERTIFICATION

- SEO Certified 
- Social Media Certified 

EDUCATION

Bachelor of Computer Application, Shree Umiya College

2019 – 2022 | Ahemdabad, India

HSC, Ultra Vision Academy

2017 – 2019 | Ahemdabad, India