Nidhi Patel

Portfolio | linkedin.com/in/nidhi-m-patel | nidhipatel2265@gmail.com | Ahmedabad, India

PROFESSIONAL SUMMARY

Digital Marketing Specialist with 1.5+ years of experience in SEO, social media management, and content strategy. Skilled in boosting online visibility, optimizing web performance, and leveraging AI tools for data-driven marketing strategies.

WORK EXPERIENCE

Marketer, *Codiste*   *Nov 2024 – Feb 2025 | Ahmedabad*

Led digital marketing across Codiste and its subsidiaries, focused on 3D technology and blockchain sectors.

- Managed social media strategy, daily posting, and content planning across LinkedIn and Instagram; collaborated with designers and edited videos and reels to support lead generation.
- Published SEO-optimized blog posts and crafted engaging weekly newsletters to nurture leads and drive engagement.
- Conducted SEO audits to improve website performance and coordinated with the senior marketing consultant to refine lead generation strategy.

Digital Marketing Executive, *ThreejsDevelopers*

- Created and scheduled content to showcase 3D development services; maintained brand presence on LinkedIn, Facebook, and Instagram.

Digital Marketing Executive, *DecentraBlock*

- Built a tailored content calendar for B2B blockchain audiences; managed daily posting and engagement; delivered visually aligned creatives with design team.

Digital Marketing Executive, *Kpyxal Solutions LLP*   *May 2024 – Oct 2024 | Ahmedabad*

- Led SEO projects that increased organic traffic by 55% and improved search rankings, resulting in higher user engagement.
- Managed multi-platform social media accounts (Instagram, Facebook, Twitter, Quora, Behance, Dribbble, Medium, and Pinterest); collaborated with development teams to enhance content and user experience; created YouTube videos and coordinated community events to drive audience growth.

Digital Marketing Intern, *Kpyxal Solutions LLP*   *Feb 2024 – April 2024*

- Created and published over 60 SEO-optimized blog posts, conducted keyword research, and implemented on-page SEO to boost rankings and visibility.
- Managed social media strategy and designed graphics that contributed to a 30% increase in reach within two months.

Key Projects at Kpyxal Solutions LLP

- **Pyx IT Academy (Local SEO):** Executed a local SEO strategy that achieved a Top 3 Google ranking. Optimized the Google Business Profile, targeted location-based keywords, and enhanced citations, leading to increased visibility, user engagement, and monthly organic visits.
- **Jawed Habib (Website SEO):** Improved keyword rankings and organic traffic through strategic on-page and off-page SEO techniques, boosting site visibility and demonstrating strong analytical and research skills.

SKILLS & CERTIFICATION

SEO (On-Page, Off-Page, Local SEO) | Social Media Marketing | Strategic Content Planning & Execution | Keyword Research & Performance Analytics | Google Search Console & Google Business | Profile Optimization | Canva | Figma | Video Editing | Email Marketing & Newsletter Design

Certificates: SEO Certified | Social Media Certified | LinkedIn Marketing Strategy

EDUCATION

Bachelor of Computer Application, *Shree Umiya College*   *2019 –2022 | Ahmedabad*

HSC, *Ultra Vision Academy*   *2017 –2019 | Ahmedabad*