



Contact

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Skills

Blogging, Content Creation, SEO, SEM, SMM, Email Campaigns, CRM, UX/UI, Digital Strategies, Data Analysis

Tools

Master of Excel, Google Analytics, Google Search Console, Google Ads, Google Tag Manager, MailChimp, Aweber, Facebook Business

Tools

HootSuit, Buffer, Bitly, Adobe Photoshop, Adobe AI, Adobe Lightroom, WordPress, Hosting cPanel

Education

Bachelor in Computer Application (2008)

C.O. Jani Institute of Technology
Bhavnagar University

Work Links

-  www.igeeksblog.com
-  /iGeeksBlog
-  /iGB_Hindi
-  /iGeeksBlog
-  /iGeeksBlog
-  /iGeeksBlog Hindi

Nikhil Makwana

Creative Head & Digital Marketing Lead

Summary

Seasoned digital marketer with **11+ years of experience** building and implementing strategies focused on content-driven SEO, Social Media, content planner, content producer, branding & re-branding, reputation management, email marketing, paid campaigns, print media, public speaker, and team training & management. Had led small to medium teams to achieve goals for traffic increase, brand awareness, and create opportunities to generate revenues in different ways.

Work Experience

Creative Head @ iGeeks Media Private Limited

Oct 2019 – Present

- Implemented Social Media Strategies that boosted social media account (Instagram) from 3400 followers to 150K followers in 24 Months organically.
- Planned and curated quality content as a content producer for YouTube and various social media channels that gained 460% Growth in 30 Months.
- Executed Re-branding of iGeeksBlog, which included Logo Design and Trademark Registration.
- Developed a website with an understanding of different web hosting environments that meets Search Engines Requirements (web vitals, user experience, quick load, and more).
- Have been a key member in planning a content-driven SEO strategy that boosted site visits by 180% in 12 months while increasing total revenue by approx 40%.
- Started new products/channels iGB_Hindi, iGeeks Magazine, 3 New Podcasts channels, designed and introduced merchandise, weekly newsletters, and a few more.

Digital Marketing Manager @ Techno Pixels

June 2016 – Present

- Got the opportunity to work on differnt content platforms like media blogs.
- Worked as content planner, editor, and publisher.
- Responsible to plan and execute SEO and Social Media Strategies that lead to the growth of the platform.
- Focused on Social Media Strategies, Paid Campaigns in Google & Facebook Ads, Email campaigns, organic link building, and other online activities.

Digital Marketing Manager @ Intesols Pty LTD

Nov 2014 to March 2016

- Developed Organic Local SEO Strategies for 80+ clients during 14 Months.
- Have been part of company growth from 37 clients to 83 clients just in 14 Months.
- Responsible for hiring the right candidate and building a team from 8 members to 19 members.
- Managed team of SEOs, Social Media Executives, Content & Copy Writers, Graphic Designers, Developers, and account managers.

Product Marketer @ Azilen Technologies Private Limited

Oct 2013 to Sep 2014

- Responsible for online and offline marketing campaigns of the company's software products.
- Planned and implemented 360-degree marketing campaigns to promote products.
- Designed SEO and Social Media Strategies that increased product visibility by 55% in 10 Months.
- Implemented online and offline media marketing that supported App installation in users' devices.

Sr. SEO Executive @ Cygnet Infotech Private Limited

April 2008 to Aug 2013

- Joined as a Jr. SEO Executive and managed 3 SEO projects for 11 Months.
- Have been a key point of contact for many clients.
- Trained people for SEO and Social Media things and managed a team of 3 members and 12 projects.
- Managed online product marketing for two software products of a company.

Strengths

Growth Mindset

Always striving to be the best version of myself. I think this goes hand in hand with marketing, which is here to help companies grow.

Result Oriented

I always make sure to create roadmaps before any new project to know what I aim for.

Time Management

I believe in it to prioritize my assignments, Manage my calendar, and set short and long-term goals.