

NANDINI M

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Professional Summary

Experienced Digital Marketing Specialist skilled in SEO, SEM, social media marketing, email campaigns, and content creation. Proficient in Google Ads, Google Analytics, and marketing automation tools. Expertise in driving traffic, optimizing PPC campaigns, and improving conversion rates. Strong knowledge of A/B testing, audience targeting, and lead generation strategies. Proven ability to enhance brand awareness and deliver measurable results.

Key Skills

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email Marketing Campaigns
- Keyword Research and Analysis
- Marketing Automation Tools
- Social Media Marketing (SMM)
- Content Marketing and Strategy
- Google Ads and Google Analytics
- Branding and Brand Management
- Customer Relationship Management (CRM)

Experience

Digital Marketing Executive, Tanjerin Media Pvt Ltd. – Trivandrum, Jul 2025 – Sep

- Managed and optimized social media platforms to enhance engagement and brand visibility.
- Conducted SEO strategies to improve search rankings and organic traffic.
- Handled Google Business Profile management to boost local visibility and customer interactions.
- Wrote scripts for promotional videos and marketing campaigns.

Executive Digital Marketing, Datarays Pvt Ltd. – Trivandrum, Apr 2024 – June 2025

- Managed company's social media accounts, including Facebook, Twitter, Instagram, and LinkedIn, to enhance brand visibility and audience engagement.
- Created, scheduled, and optimized posts using social media management tools (e.g., Hootsuite, Buffer) to align with marketing strategies.
- Monitored and analyzed social media performance metrics and prepared detailed analytics reports to identify trends, optimize campaigns, and improve ROI.
- Developed and maintained a WordPress blog, producing SEO-optimized content to drive organic traffic and establish thought leadership.

Digital Marketing Intern, International Virtual Assistant – Trivandrum Dec 2023 – Mar 2024

- Interacted with users through comments, direct messages, and online communities to build strong customer relationships and elevate brand loyalty.
- Designed, scheduled, and refined social media content using tools such as Hootsuite, Buffer, and WordPress, ensuring consistent messaging and a seamless user experience.
- Spearheaded the management of the company's social media channels, including Facebook, Twitter, Instagram, and LinkedIn, to increase brand awareness and audience engagement.
- Created and scheduled engaging content on WordPress using Buffer, ensuring consistent brand messaging.

Education

AVODHA Pvt Ltd.,

aug 2023 – May 2023

- Digital Marketing

University Of Calicut,

jun 2020 – Mar 2023

- Bachelor of Commerce in Finance

GVMHSS, THIRUVALATHUR,

jun 2018 – Mar 2020

- Commerce

Certifications

- Digital Marketing

Certified by **Avodha Pvt Ltd**

- Search Engine Optimization

Certified by **HubSpot Academy**

- Email Marketing

Certified by **HubSpot Academy**

- Content Marketing

Certified by **HubSpot Academy**

- Tally with GST

Certified by **ASQTP**

Languages

- English - Fluent

- Malayalam - Mother-tongue

Volunteer Experience

National Service Scheme - 2022