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Nidhi Patel

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Career Objective

Seeking a work position for achieving the goal of the organisation by boosting up my knowledge and skills.

Educational Details

- **M.Sc. (CA&IT)** from K.S. School of Business Management, Gujarat University, **2019** with **3.73** GPA.
- **B.Sc. (CA&IT)** from K.S. School of Business Management, Gujarat University, **2017** with **3.31** GPA.
- **H.S.C** from H.B.K New High School, Gujarat Board, **2014** with **86%**
- **S.S.C** from H.B.K New High School, Gujarat Board, **2012** with **89%**

Projects

- *Shreenandnagar*, Housing Society Management System (core PHP)
- *Collegiate*, College Predictor (core PHP)
- *FashionFreeze*, A Fashion Store (WordPress, core PHP)

Experience

Jr. SEO Executive (eSparkBiz Technologies)

Jan 2019 – March 2020

- Developed meta descriptions, page titles, headings in support of SEO strategies
 - Built a plethora of backlinks in eminent and relevant websites
 - Did social bookmarking, business listings, micro blogging, classifieds, CSS and Portfolio submissions
 - Checked plagiarism, readability and did proof reading
 - Experience in on-page optimization
 - Created a social media marketing strategy and managed social accounts
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Expertise

- Basic Knowledge of Web and Mobile Technology
- Research and Analysis
- Off-Page Optimization
- Link Building and Analysis
- Knowledge of SMM and SMO

Strengths

- Ability to learn new things quickly
- Good communication skills
- Disciplined behaviour
- Willingness to accept the challenges

Personal Details

Date of Birth: 29th March 1997

Languages Known: Gujarati, Hindi, English

Nationality: Indian

Interests:

- Writing poetry
- Listening to music
- Exploring natural places
- Drawing