

# KIRAN NIRMAL

(Digital Marketing)

## PERSONAL INFO

**Phone**

+91 - 9765716143

**Email**

nirmalkiran20@gmail.com

**LinkedIn**

https://www.linkedin.com/in/kiran-nirmal/

**Place**

Pune, Maharashtra. 412101

## SKILLS

- Keyword Research
- Web Analytics
- Competitor Analysis
- Social Media Marketing
- Email Campaigns
- Content Strategy
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Data Reporting
- Affiliate Marketing
- CMS Expertise
- CRM Proficiency
- Team Leadership
- Project Management
- GA4 Certified
- Google Ads Certified

## MARKETING TOOLS

- Google My Business
- Google Keyword Planner
- Google Page Speed Insights
- Google Analytics (UA, GA4)
- Google Tag Manager (GTM)
- Looker Studio (Data Studio)
- Google Search Console
- Google Play Console
- Google Trends
- Google AdSense
- Hotjar (HitMap)
- WordPress
- Ahrefs
- LinkedIn Campaign Management
- HubSpot
- YouTube Studio
- Hootsuite
- Slack
- Moz
- Canva
- SEMRush
- Yoast SEO
- Facebook Ads Manager
- Screaming Frog
- SEOMonitor (Keyword Tool)

Digital marketing leader with 9+ years of expertise in SEO, SMM, SMO, and Analytics. Skilled in crafting data driven strategies and optimizing funnels to drive revenue growth and improve performance metrics.

## WORK HISTORY

**Present**

**SEO - Specialist**

NEXA - Digital Marketing

- An Individual contributor handling the 5 international projects.
- Design and implement effective strategies for websites, leveraging GSC, GA4, SEMRush, and SEOMonitor for data-driven insights and performance tracking.
- Create and deliver performance reports to clients, emphasizing accomplishments, challenges, and strategic recommendations.
- Coordinate with other marketing teams to maintain consistency and maximize impact across all digital initiatives.
- Managed Google My Business accounts for international locations.

Oct'  
2024  
-  
Jan'  
2025

**Assistant Manager - SEO**

ARM Worldwide

- Supervised a team of 5 digital marketing professionals, assigning tasks, providing mentorship, and ensuring timely project delivery aligned with strategic goals.
- Planned and executed App Store Optimization (ASO) strategies to improve app visibility and downloads, utilizing Google Play Console for in-depth performance analytics and keyword trends.
- Conducted competitive analysis and A/B testing of app metadata, creatives, and descriptions to enhance conversion rates and discoverability.
- Actively participated in cross-department planning sessions to align app promotion strategies with overall marketing campaigns and seasonal objectives.

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PROJECTS

- <https://www.bajajallianz.com> (ASO)
- <https://vayana.com>
- <https://www.nivabupa.com>
- <https://www.martechcube.com/>
- <https://ai-techpark.com>
- <https://hrtechcube.com>
- <https://fintecbuzz.com>
- <https://siliconixmedia.com>
- <https://www.webmagspace.com>
- <https://salesmarkglobal.com>
- <https://lpcadvisors.com>
- <https://sapienceanalytics.com/>
- <https://www.teamplusindia.in>
- <http://www.gatewayinstitute.co.in>
- <https://www.bookhungama.com> (eCom)
- <http://www.aectltraining.co.in>
- <http://www.asianacademy.org.in>
- <http://www.digitalloans.in>
- <http://www.grcsystems.co.in>
- <http://www.digiwale.com>
- <http://www.incepto.in>
- <http://www.saakaarecovillage.com>
- <http://www.pestcontrolservicespune.in>
- [melbournefreshflowers.com.au/](http://melbournefreshflowers.com.au/) (eCom)
- <http://tattvaedu.com/>

CERTIFICATES



Google Search Ad  
Certified



Google Analytics  
Certified



Semrush Academy  
Certificate

Jan'  
2024  
-  
Sep'  
2024

Assistant Manager - Digital Marketing  
LPC Advisors PVT. LTD.

- Oversee a team of 10 professionals to execute digital marketing initiatives.
- Develop and optimize content strategies for social media, blogs, and weekly/monthly calendars.
- Successfully strategized and implemented native campaigns on Google Ad's, Taboola to reach niche target audiences.
- Optimize landing pages following SEO best practices and set up GTM to track user navigation and engagement.
- Prepare and present performance reports to clients, showcasing achievements, challenges, and recommendations.
- Track organic and campaign growth using analytical tools like GA4, DV360, SEMRush.

Jan  
2022  
-  
Dec  
2023

SEO Team Lead  
LPC Advisors PVT. LTD.

- Lead and develop a high-performing SEO team, fostering collaboration to achieve goals.
- Design and execute strategies aligned with business objectives, incorporating keyword research and competitor analysis for improved results.
- Monitor website performance, analyze data, and implement improvements to achieve a 10% growth in organic traffic monthly.
- Apply SEO best practices to enhance website performance and search visibility, successfully ranking over 50 keywords on SERPs.
- Collaborate with content and development teams to maximize SEO efforts and reduce technical errors such as 404s.
- Perform On-Page and Off-Page activities to improve interlinking and build high-quality backlinks.
- Contribute to content optimization and topic creation to effectively target the audience.

Aug  
2019  
-  
Dec  
2021

Digital Marketing Executive  
LPC Advisors PVT. LTD.

- Contributed to content and site revamping initiatives, ensuring improved structure, relevance, and SEO alignment.
- Provided technical and UI/UX recommendations to enhance site speed, navigation, and overall user experience.
- Designed and optimized landing pages, focusing on higher engagement, faster load times, and improved conversion rates.
- Managed over 5 projects across diverse domains, delivering measurable improvements in traffic and user engagement.
- Ensured mobile responsiveness and accessibility during the site revamping process to cater to a wider audience.
- Collaborating with cross-functional teams is essential for implementing SEO best practices.

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## EDUCATION

- 10th from Nanded, LATUR DIVISION.
- 12th from AURANGABAD DIVISION.
- BCS from SRTM University, Nanded.

## LANGUAGES

- English
- Hindi
- Marathi

## WORK HISTORY

June  
2018

-

Dec  
2018

### SEO Executive

Vinitech Solution.

- Worked and optimized PHP based website created content strategy and SEO best practices.
- Conduct in-depth website assessments, including competitor analysis, to identify optimization opportunities.
- Create and implement SEO strategies
- On-Page, Off-Page Optimization
- Monitor SEO metrics, analyze results, and provide actionable suggestions.

Nov  
2015

-

June  
2018

### SEO Analyst

Aptus Solution.

- Conducted keyword research and analysis to identify high-value opportunities for driving organic traffic.
- Executed on-page and off-page SEO activities, including content optimization and link-building strategies.
- Created and submitted sitemaps to improve search engine indexing and crawlability.
- Performed competitor analysis to identify SEO opportunities.
- Implemented technical SEO best practices, resolving issues like crawl errors, broken links, and improving website speed.

## DECLARATION

I confirm that the information provided by me is true to the best of my knowledge and belief.

Place: Pune

Date:

Mr. Kiran Nirmal