

# 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

Lead comprehensive SEO and digital marketing initiatives with advanced AI-powered strategies, overseeing cross-functional teams to drive organic growth and app performance.

**Key Responsibilities**

**Team Leadership & Strategic Direction**

- Supervised a team of 5 digital marketing professionals, assigning tasks, providing mentorship, and ensuring timely project delivery aligned with strategic goals.

**AI Overview & Search Generative Experience (SGE) Optimization**

- Implement AI Overview SEO strategies to ensure content appears in Google's AI-generated search summaries and featured snippets.
- Optimize content structure using entity based SEO and semantic markup to improve visibility in AI powered search results.
- Create comprehensive topic clusters and pillar content strategies that establish topical authority for AI search algorithms.
- Apply Natural Language Processing (NLP) optimization techniques to align content with conversational search patterns and voice queries.
- Develop structured data implementation using schema markup to enhance content extraction by AI systems.

**Advanced SEO & Technical Optimization**

- Conduct predictive SEO analysis using AI tools (SEMrush, MarketMuse, Clearscope) to identify trending keywords and content opportunities before competitors.
- Execute generative engine optimization (GEO) strategies to maximize content visibility across ChatGPT, Perplexity, AI search platforms.
- Optimize Core Web Vitals and technical SEO factors to appeal to both traditional and AI crawlers.

**App Store Optimization (ASO) & Mobile Strategy**

- Planned and executed comprehensive App Store Optimization (ASO) strategies to improve app visibility and downloads, utilizing Google Play Console for in depth performance analytics and keyword trends.
- Implemented mobile app SEO strategies including app indexing, deep linking, and mobile first optimization to improve search visibility.
- Managed Google Play Console analytics to track user acquisition, retention metrics, crash reports, and Android Vitals for performance optimization.
- Developed ASO keyword clustering and semantic optimization techniques to target niche audiences and long tail search queries.

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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/ (eCom)
- http://tattvaedu.com/

CERTIFICATES



Google Search Ad  
Certified



Google Analytics  
Certified



Semrush Academy  
Certificate

Aug  
2019  
-  
Sep'  
2024

**Assistant Manager - Digital Marketing**  
LPC Advisors PVT. LTD.

Oversee end-to-end digital initiatives and drive growth across channels.

- Key Responsibilities**
- Team Leadership & Collaboration**
- Lead, mentor, and develop a cross-functional team of 9+ marketing professionals, including SEO specialists, content creators, designers, and analysts. Foster collaboration to align on objectives, optimize workflows, and achieve business goals.

- Strategy Development & Execution**
- Design comprehensive digital marketing strategies—organic, paid, and native aligned with company objectives.
  - Plan and manage content calendars for social media, blogs, email newsletters, and multimedia campaigns.
  - Conduct keyword research, competitive analysis, and audience segmentation to inform channel-specific tactics.

- Search Engine Optimization (SEO)**
- Implement on-page and off-page SEO best practices to boost organic visibility, including metadata optimization, internal linking, and backlink acquisition.
  - Monitor website performance (site speed, mobile responsiveness, accessibility) and collaborate with UI/UX and development teams to resolve technical issues (404s, crawl errors).
  - Achieve sustained organic traffic growth of 10%+ month-over-month and rank 50+ target keywords on SERPs.

- Paid & Native Campaign Management**
- Plan, launch, and optimize PPC campaigns on Google Ads and display networks (DV360, Taboola), focusing on niche audience reach and cost-efficient conversions.
  - Create and test high-impact landing pages, optimizing for engagement, load time, and conversion rate.
  - Set up and manage Google Tag Manager (GTM) to track user behaviour, A/B tests, and conversion funnels.

- Analytics & Reporting**
- Develop dashboards and generate weekly/monthly performance reports using GA4, SEMrush, and internal BI tools (Looker Studio).
  - Interpret data to identify growth opportunities, highlight challenges, and recommend strategic pivots.
  - Present findings and actionable insights to senior management and clients.

- Content & UX Optimization**
- Collaborate with content and design teams to revamp site structure, enhance relevance, and align with SEO goals.
  - Provide technical recommendations to improve navigation, mobile usability, and overall user experience.
  - Ensure content resonates with target audiences and supports lead-generation objectives.

- Achievements & Metrics**
- Led a team that delivered a consistent 10%+ increase in organic traffic monthly.
  - Ranked over 50 high-value keywords on the first page of Google search results.
  - Managed 5+ website revamp projects, boosting site engagement by 30% and reducing bounce rate by 20%.
  - Executed native advertising campaigns generating a 25% higher click-through rate compared to benchmarks.
  - Developed GA4 and GTM implementations that improved conversion tracking accuracy by 40%.

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Pune, Maharashtra. 412101

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.

## EDUCATION

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

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.

## LANGUAGES

- English
- Hindi
- Marathi

## WORK HISTORY

## 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