

Nyaaba Nicholas

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SEO Specialist | Digital Marketer | SEMrush Ambassador

Professional Summary

Certified and innovative SEO Specialist and Digital Marketer with experience in boosting online visibility and engagement for brands through strategic SEO, PPC, and content marketing. Adept in using industry-leading tools like SEMrush, Google Ads, Google Analytics, Mailchimp, and WordPress to deliver measurable results. Currently serving as a SEMrush Ambassador and part-time Digital Marketing Manager for PlantPal Ghana.

Core Skills

- Search Engine Optimization (SEO)
 - Digital Marketing Strategy & Campaign Management
 - Keyword Research & Competitive Analysis
 - Website Analytics & Performance Tracking
 - Pay Per Click (PPC)
 - Search Engine Marketing (SEM)
 - E-commerce SEO
 - Google Ads
 - Technical SEO
 - Site Audit
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Certifications

- Google Digital Marketing & E-commerce Certificate
- Google Ads Certification

- Google Analytics Certification
 - SEMrush SEO Toolkit Course
 - How to Plan a Magnetic Content Strategy Using SEMrush
 - HubSpot SEO I & SEO II Certifications
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Professional Experience

SEO Specialist — IPMC Ghana

May 2024 – Present

- Managed and optimized SEO for corporate websites: IPMC Ghana, IPMC Training, and Healthy Mind School
- Boosted keyword performance and organic visibility through on-page optimization and schema implementation
- Executed audits and implemented fixes to improve technical SEO and load speed
- Led collaborative initiatives to streamline blog content planning and keyword mapping

Digital Marketing Intern — Digital Edge Training & Consultancy (DETC)

Jan 2024 – Apr 2024

- Supported online marketing campaigns to boost visibility for clients and startups
- Created and shared digital content across social platforms for brand engagement
- Contributed to content planning, strategy documentation, and page optimization

Digital Marketing Manager (Part-Time, Voluntary) — PlantPal Ghana

2025– Present

- Leading Plant Pal's digital marketing efforts for product launch and brand visibility
- Developed marketing automation, SEO strategy, and performance reporting
- Managed email campaigns, blog updates, and web content optimization

SEMrush Ambassador

2024 – Present

- Represent SEMrush in digital communities, lead local events, and provide peer training
 - Promote tool best practices and support others in achieving SEO success
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Education

Professional Diploma in Digital Marketing – IPMC University College, Kwame Nkrumah Circle, Accra, Ghana

2023 – 2024

WASSCE (Science) – Bawku Senior High School, Bolgatanga

2011 – 2014

Projects & Tools

- **SEMrush Ambassador** – Supporting SEO education and awareness through workshops and content sharing as part of the global SEMrush Ambassador Program (Apr 2025 – Present)
 - **PlantPal Ghana** – Set up digital marketing systems including SEO (SEMrush), Email (Mailchimp), and social media (Metricool)
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Referee

Edem Kwame Adzroe

Managing Director, Digital Edge Training & Consultancy (DETC)

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