


Nandini Digital Marketing Executive

✉ nandininandy978@gmail.com 📞 9573344978 📍 Marathahalli, Bengaluru, 560037

PROFILE

Digital Marketing professional with expertise in SEO, SEM, SMM, and content strategy to enhance brand visibility and drive traffic. Proficient in using tools like Google Analytics and Google Search Console to optimize campaigns and improve performance. Focused on creating data-driven strategies that deliver measurable results and contribute to business growth.

PROFESSIONAL EXPERIENCE

2024 – present	Digital Marketing executive (Product) <i>HSN Software Technologies</i> SEO: Expertise in on-page and off-page SEO, keyword research, and optimization techniques to improve search rankings and drive organic traffic. SMM: Proficient in creating and executing social media strategies, boosting engagement, and growing brand visibility across platforms. GSC: Experienced in leveraging Google Search Console to analyze website performance, track search queries, monitor indexing, resolve technical SEO issues, and enhance organic search visibility. Project Links www.saudidriverstest.com  www.canadadrivertest.com  www.francedrivingtest.com  www.greekdrivingtheorytest.com 	Bengaluru, India
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EDUCATION

2020 – 2023	Krishna Teja degree college	Tirupati, India
2018 – 2020	Emeral's junior college	Tirupati, India

SKILLS

Digital Marketing

- search engine optimization (**SEO**)
- social media marketing (**SMM**)
- Google search console (**GSC**)
- Semrush, Moz, SEO Quack, Keyword planner & Dupli checker

LANGUAGES

English

Tamil

Telugu