

Nikhil Kumar

PROFESSIONAL EXPERIENCE (Current)

Junior SEO Executive / SEO Content Writer, OTO Capital, On-Site Jan 2024

- Conducted comprehensive keyword research to develop user-centric content.
- Implemented SEO best practices to optimize content for enhanced visibility.
- Managed search console operations to monitor and improve website performance.
- Achieved a remarkable 2x growth in website traffic by attracting and engaging more visitors.
- Utilized Content Management System (CMS) tools to publish articles effectively.

SEO Content Writer, Trell, Remote Feb 2023 - Apr 2023

- Consistently published 10 articles per week based on SEO recommendations provided by the team
- Utilized advanced AI tools like Neuron and Wordhero to generate high-quality content
- Demonstrated hands-on experience in article publishing using WordPress, ensuring proper formatting and optimisation
- Successfully created and published articles in both English and Kannada languages, catering to a diverse audience

EDUCATION

Year	Degree	Institute	percentage
2018 - 21	Bachelor of Commerce (General)	Alva's Degree College, Moodbidri	71%
2016 - 18	PUC (Commerce)	Alva's PU College, Moodbidri	89%
2015 - 16	SSLC	Adarsh Vidyalaya (RMSA), Vajjal	86%

SEARCH ENGINE OPTIMISATION COURSE (SEO)

The Marketing Launchpad SEO Training, Kraftshala, Online Apr 2022

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad
- Completed ~ 600 hours of training across 12 weeks (10 hours/day)
- Modules completed: Marketing Basics, Search engine optimization.
- SEO Projects: Worked on the On-page, Off-page([Link Building Strategy](#)), Tech SEO audit for conversions aptitude test platform for engineers (ADAFACE).
- Additionally, I have worked on smaller projects on keyword research (ed-tech and fashion e-com).On page (Ed-tech), Off-page / [backlinking](#) (Ed-tech, online investment platform and Tech Audit (Ed-tech)
- Completed Excel /Google Sheets Training: operators, formulas, functions, pivots, vlookups/ hlookups, and data validation with Digital Marketing use cases for practice.
- Collaborated with peers from different backgrounds for various projects, workshops and activities including on human skills such as time management, listening, etc.

EXTRACURRICULARS

Team Member (NSS), Alva's PU College, Moodbidri Jun 2017 - Apr 2018

- Selected as a part of NSS group of 150+ member it helped me to understand time management and team management
- It helped me to understand time management, and team management

CERTIFICATES

CPT, ICAI Board, India Jun 2018

- Certificate of clearance of CPT from ICAI Board with a score of 117 out of 200
- It helps me to understand about professionalism and responsibilities

Fundamentals Digital Marketing, Google Digital Garage, Online Mar 2022

- Completed Fundamentals Digital Marketing course in Google Digital Garage of 40 hours classes
- Understanding about basic of digital marketing and its applications

OTHER INTERESTS

Startups

- As startups bring up innovative solutions to solve existing problems
- It enhanced my problem solving skill and keep me motivated to learn new things

Current affairs

- Actively engage in reading news articles, and staying informed about current affairs on a global, national, and local level
- Understanding of global economic trends, market fluctuations, and emerging industries

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