

Nihal Singh

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PROFESSIONAL SUMMARY

I have five months of invaluable SEO experience gained at **Thrillophilia**, I've successfully doubled keyword visibility from 23% to 50%. In my role in Off-Page SEO, I orchestrated strategic **Guest Post** initiatives, resulting in noteworthy improvements in keyword rankings and driving tangible increases in sales and brand visibility through **Lead Generation** efforts. My approach is deeply rooted in data analysis and a collaborative mindset. I'm poised to deliver impactful results in any SEO-focused role.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern, Thrillophilia, Jaipur

Dec 2023 - Present

- Over the past 4 months, I've worked on **2 projects** and improved the **rankings from the 7s and 10s** to the **top 3** through strategic SEO efforts.
- Instrumental in optimizing the "**North East tour Packages**" keyword, driving its ranking from the **7th** position to the **3rd** position, resulting in significant organic traffic growth.
- Play a pivotal role in the continuous improvement of website visibility and search engine rankings through effective SEO strategies.
- Demonstrate strong analytical skills in analyzing keyword performance and identifying optimization opportunities.
- Play a pivotal role in the continuous improvement of website visibility and search engine rankings through effective SEO strategies
- Implemented Google Analytics for **data analysis** and decision-making.
- Addressed **technical SEO issues**, collaborated with developers, and stayed updated on industry trends.
- Contributed to Off-page SEO team, implementing strategies such as **Guest post, Submission, Broken Link Building, and Skyscraper Technique** to boost website rankings.
- Proficient link building specialist with a demonstrated track record of enhancing online traffic through strategic approaches.
- Collaborated with influencers, online writers, and media outlets to amplify brand visibility and drive traffic.

EDUCATION

Year	Degree	Institute
2022 -Pursuing	Master of Commerce	Indira Gandhi National Open University
2015 - 18	Bachelor of Commerce	Lucknow University
22014-2015	Central Board of Secondary Education	K.V B.K.T, Lucknow
22013-2013	Central Board of Secondary Education	K.V B.K.T, Lucknow

COURSE

The Marketing Launchpad, Kraftshala, Online

March 2023 - June 2023

- Selected as a part of a batch of so many students from all over India for The Marketing Launchpad and completed approximately 600 hours of training across 12 weeks (10 hours/day)
- Completed projects on keyword research, on-page optimization, off-page optimization, tech-seo, backlink audit and google search console for the brands like Groww, Mamaearth, Spartacus Construction and Kraftshala.
- Done an integrated project on brand Ultrahuman in which we completed a total SEO audit for the website by doing keyword research, on-page optimization, off- page optimization, writing the content, optimizing the content, and providing a 3 month SEO plan.
- Done a live project on Crickwizard website by publishing a blog by doing keyword research, on-page optimization, off- page optimization, writing the content, and optimizing the content.

SKILLS

- On-Page SEO
- Off-Page SEO
- Technical SEO
- YouTube SEO
- Local SEO
- Google Analytics
- Google Search Console
- WordPress
- SEO Tool Usage
- Email Marketing
- Lead Generating
- Content Writing
- Team Work
- Communication
- Analytical Thinking

CERTIFICATION

- **Fundamentals of Digital Marketing, Google Digital Garage, Online**
- **SEMrush certificate GA4 for SEO**
- **SEO Certificate from HubSpot Academy.**
- **Advanced Excel course, Elearn Markets, Online**
- **HubSpot Inbound Marketing Certification**
- **Yoast SEO academy training course**
- **Skillshare SEO strategy Certificate**

OTHER INTERESTS

Football

- Have played many tournaments at district level

Cooking

- During lockdown I developed an interest towards cooking
- Love to play with spices and try to cook different Indian cuisines

Reading

- Love to read about Ancient history and International relations
- For International relations my fav author are Pavneet Singh and Rajiv Sikri and for Ancient History Satish Chandra and Bipin Chandra