



GOWTHAM NIKHIL

Digital marketing Executive

PROFILE

Highly motivated and skilled digital marketing professional with expertise in Social Media Marketing, Google Ads, and SEO. Proficient in planning, creating, and optimizing Google and Meta ad campaigns to achieve company objectives. A data-driven approach to managing campaigns, curating insights, and deriving strategies for customer journeys and buyer segments.

PERSONAL DETAILS



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Gowthamnikhil.com



[Gowthamnikhil](#)



Bangalore, Karnataka



EDUCATION

POSTGRADUATION PROGRAM IN DIGITAL MARKETING

DIGITAL ACADEMY 360.JAYANAGAR

MASTER DEGREE

GOVT FIST GRADE COLLEGE, SHIDLAGHATTA
Masters in commerce
2020-2022

DEGREE

DOLPHIN DEGREE COLLEGE, SHIDLAGHATTA
Bachelors in commerce
2017-2020



TECHNICAL SKILLS

- Social Media Marketing
- Google Ads (Search, Display, & Video)
- SEO (Search Engine Optimization)
- Data Analysis and Insights
- Customer Journey Mapping
- Keyword Analysis and Planning
- Microsoft Excel
- Strong Verbal and Written Communication
- Collaborative Working Style
- Proactive Problem-Solving

EXPERIENCE

DIGITAL MARKETING INTERN

- Digital academy 360 Bangalore From Feb-July 2023-Aug 2023

DIGITAL MARKETING EXECUTIVE

- Techynight digital marketing agency From Aug-2022-Aug 2023
- Oilandgasclub From Aug-2022-Aug 2023

RECENT PROJECTS

SEARCH ENGINE OPTIMIZATION

- Harvest international schools Bangalore.
- Clayworks coworkspace, Bangalore.
- I need trip, noida
- Darpan concepts. bengalore
- windoorkrafts, hyderabad
- laperle , jim corbett national
- Excel hotels and resorts , uttarpradesh
- inops, bengalore
- Legendary Boba, U.S

SOCIAL MEDIA MANAGEMENT

- Sudharshan travels bengalore
- Legendary Boba, U.S
- Harvest international schools

GOOGLE ADS

- Apparalio, Bangalore

OFF-PAGE OPTIMIZATION

- Varee, banglore
- Apparalio, banglore

LANGUAGE

- English
- Kannada
- Hindi
- Telugu

DECLARATION

"I hereby declare that all the information provided in this digital marketing resume is true, complete, and accurate to the best of my knowledge."