

# Nikita Kakade

Seo Expert

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## SUMMARY

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Experienced & Dedicated SEO specialist + content Manager with 5.6 years of proven expertise in crafting and implementing strategic SEO campaigns. Proficient in SEO, SEM, and social media management, affiliate marketing, driving significant growth in online presence and lead generation. Skilled in team leadership and client relations, delivering results-driven solutions.

## EXPERIENCE

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### SEO Specialist + Content Manager

Vista Media Pvt Ltd

- Strategy Development: Develop and oversee the implementation of SEO and Content strategies aligned with overall business objectives.
- Campaign Management: Plan, execute, and optimize SEO campaigns across various channels to drive engagement, leads, and conversions.
- Team Leadership: Lead and mentor a team of SEO professionals and content writer, providing guidance, support, and professional development opportunities.
- Utilize data-driven insights to evaluate campaign performance, identify trends, and recommend optimizations to enhance effectiveness and ROI.
- Manage SEO budgets effectively, ensuring resources are allocated optimally across channels and campaigns.
- Digital Asset Management: Oversee the creation, maintenance, and optimization of digital assets, including websites, landing pages, and content marketing materials.
- Conduct market research and competitor analysis to stay informed about industry trends and consumer behavior, leveraging insights for strategic planning.
- Monitor and evaluate digital marketing KPIs and metrics, providing regular performance reports and recommendations for continuous improvement.

### Sr. Digital Marketing Analyst

Dhandhanian Infotech Pvt. Ltd.

Jul '21 — Nov '22

- Improved keyword rankings in Google Search Engine using link building strategies
- Developed and recommended SEO strategies through the creation.
- Published blogs on the website using various content management systems like WordPress.
- Performed On-page and off-page optimizations, keyword research, and
- Competitor analysis for websites.
- Worked on organic social media, Email marketing, affiliate marketing

### SEO Executive

CenturySoft Pvt Ltd

Dec '20 — Jun '21

### SEO Executive (Fresher)

Illiminate Datamatics Pvt Ltd

Nov '19 — Dec '20

## EDUCATION

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**Bachelor of Technology in Computer Science**, Nagpur University

## CERTIFICATIONS

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**Digital Marketing**, Hubspot

**Fundamentals of Digital Marketing**, Google

## SKILLS

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**SEO** SEO Strategy (On-Page, Off-Page, Technical SEO), Keyword Research, Link Building, Duplicate content fixing, GMB Optimization

**Content Management** Content Planning & Management, A/B Testing, Conversion Optimization

**Marketing** Email Marketing, Paid Advertising, SMM Marketing

**Tools** SEM Tools: Google Ads, SEMrush, Wordstream, Ahrefs, Keywordtool.io, MOZ, SEO Tools: Google Search Console, Google Analytics, SEO Quake, Small SEO Tools, GTMetrix, XML Sitemaps, SEMrush, GMB, Answer the public, Google Trends, Streaming frog, SMM Tools: Meta, Buffer, Bitly, Facebook Ad Manager, Hootsuite, Unsplash, Mailchimp, MSG91, Sendpulse, Uptrends, Zoho, Graphic Tools: Canva, Figma

**Management** Team Leadership & Project Management, CMS Management

**DECLARATION**

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I hereby declare that the above information is true to the best of my knowledge.